

For CSS, PMS, PCS and All Other Competitive Exams

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JOURNALISM & Mass Communication

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CSS SYLLABUS



Journalism & Mass Communication

Total Marks: 100

I. Introduction to Mass Communication

Concept – Definitions, Need/Importance/Purposes, Types of Communication, Process of Communication, Basic Models.

Functions of a model, Evaluation of a model

Basic models in Mass Communication:

- o Lasswell's model of communication (1948)
- o Shannon and Weaver's Communication Model (1948)
- o Osgood and Schramm's Circular model of communication (1954)
- o Wilbur Schramm's Model of communication (1954)
- o Newcomb's Symmetry Theory (1953)
- o Westley and MacLean's Model (1957)
- o Gerbner's General Model (1956)

II. Mass Communication Theories

Normative theories of the press: Schramm's four theories and criticism on these theories

Media as agents of power

The Spiral of silence

Media Usage and gratifications

Media hegemony

Diffusion of innovations

Powerful effects model: hypodermic needle, magic bullet theory.

Moderate effects model: two-step and multi-step flow of communication.

Powerful media revisited: Marshal McLuhan's media determinism

III. Global / International Communication

The Historical Context of International Communication

Globalization, technology, and the mass media

Communication and Cultural imperialism

Communication Flow in Global Media: Imbalance in the flow of information between North and South

McBride commission and its recommendations.

International Communication in the Internet Age: the new social media and its effects on developing world

IV. Media and Society

Mass media and social change

Media as a social system: The balance between interrelation and interdependence

Media freedom and its role for democracy.
 The functional approach to mass media: four social functions of the media
 Media as an awareness agent
 Mass media and social representation

V. Mass Media in Pakistan:

Media system in Pakistan: historical, chronological, and analytical review
 The system of journalism and the media system
 Employer-employee relations in Pakistani media
 Government-press relations
 Press in Pakistan: The newspaper industry, from mission to the market
 Electronic media: from total dependence to enormous power
 The new 24/7 television: uses and abuses
 The new radio: potential for change and the present performance.
 The question of freedom and responsibility

VI. Development Support Communication

Theories of development support communication with specific focus on the developing world
 The dominant paradigm of development: historical, analytical perspective
 The Alternative paradigm of development
 Small is beautiful: community development as a snowball effect.
 Globalization vs Localization
 Globalization

Social Marketing: how to infuse new ideas into a developing population

VII. Public Relations:

Concept of Public Relations
 Historical development of public relations: from press agency to PR
 Public relation in Pakistan
 Ministry of information
 Press Information Department (PID)
 Public relations and publicity
 PR as a tool for governance
 Private PR agencies and their structure
 Basic methods of PR: press release, press note, press conference
 PR Ethics

VIII. Media Laws and Ethics:

History of Media Laws in Pakistan
 Development of media regulations from British colonial era to independent Pakistan
 Libel, Defamation and relevant portions of PPC
 PPO, RPPPO
 PEMRA: establishment, development, and operational mechanisms
 Press Council of Pakistan (PCP)
 Citizens Media Commission: need, present status, and reasons for inactivity
 Press Code of Ethics
 Inability of the media to develop a code of ethics as an institution
 The media's quest for freedom and its inability to self-regulate

Chapter

1

Introduction to Mass Communication

Be sincere; be brief; be seated.
 Franklin Delano Roosevelt

Mass Communication

Introduction Mass Communication

Mass Communication is a means of disseminating information or message to large, anonymous, and scattered heterogeneous masses of receivers who may be far removed from the message sources through the use of sophisticated equipment. In other words, communication is the sending of message through a mass medium to a large number of people.

Mass Communication represents the creation and sending of a Homogeneous message to a large heterogeneous audience through the media. Mass communication studies the uses and effects of the media by many as opposed to the study of human interaction as in other communication contexts.

Stanley Baran defines Mass Communication as the process of creating shared meaning between the mass media and their audience. Also, John Bittner defines Mass Communication as messages communicated through a mass medium to a large number of people.

The concept "mass" in mass communication is defined as a large, heterogeneous, assorted, anonymous audience.

'Large' means we can't exactly count the number of the members of audience. It is relatively large but it doesn't mean that the audience includes all people. The large nature of the audience of mass communication makes it very difficult to address mass communication messages to specific audience or group of people. This presupposes the fact that messages that undergo mass communication process must be directed to very many people, like the ones sent through mass media of radio, TV, newspapers etc. It must be pointed out that messages meant for very few people or specific individuals are not regarded as mass communication. For instance, a love letter sent from a boy to his lover girl; a GSM conversation between two or more people (as in conference call) or telegrams do not belong to the mass communication family. This is because such messages

could be regarded as either one-to-one or one-to-few as against mass communication which is one-to-many.

'Heterogeneous' means the audience of mass media includes all types of people – the rich, the poor, farmers, bureaucrats, politicians and so on. So by heterogeneous, we mean mass communication messages cannot be segregated. It cannot be directed towards certain people without others hearing it. Every human being, irrespective of age, creed, sex, wealth and affluence get the messages at the same time. Biblically speaking, 'mass communication message is not a respecter of any man. It does not have regard for positions, and class. It is for all.'

'Assorted' means the audience of mass media is not necessarily limited to a particular geographical sector. They may be scattered everywhere. For example, a newspaper may have a reader in every nook and corner of the world.

'Anonymous' holds that messages of mass communication are at the disposal of the audience at the same time or simultaneously, or instantly. The word 'disposal' is used because, even though the message is available to one, the audience might decide not to expose himself to the message almost immediately, the audience might delay his exposure to such messages for different reasons. This message is often associated with the print media of mass communication like newspapers, magazines and books. A reader might decide not to read the pages of a book almost immediately. The same way someone who got the delivery of fresh news on a daily newspaper early in the morning might delay reading such news till bed time. Hence, the simultaneity in mass communication audience is mostly applicable to messages sent via the broadcast media, but the fact is that everybody is disposed to such message instantaneously.

The channels of communication that produce and distribute news, entertainment content, visuals and other cultural products to a large number of people. Mass media can be classified in to three major groups on the basis of their physical nature.

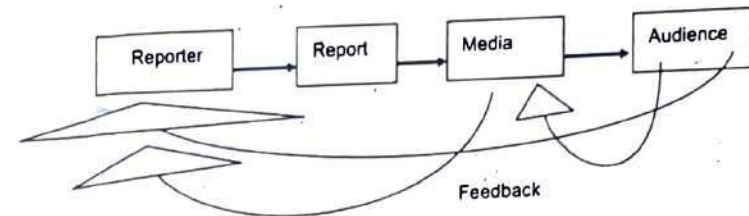
They are:

- Print Media like newspaper, magazines and periodicals, books etc.
- Electronic like radio, cinema, television, video and audio records
- Digital Media like CD ROMs, DVDs and the Internet facilities.

Mass Communication Process

How does mass communication work can be well explained in linear model of mass communication? According to this traditional concept, mass communication is a component system made up of senders (the authors, reporters, producers or agencies) who transmit messages (the book content, the news reports, texts, visuals, images, sounds or advertisements) through mass media channels (books, newspapers, films, magazines, radio, television or the Internet) to a large group of receivers (readers, viewers, citizens or consumers) after the filtering of gatekeepers (editors, producers or media managers) with some chance for feedback (letters to editors, phone calls to news reporters, web-site postings or as audience members of talk shows or television discussions). The effect of this process may formation of public opinion, acceptance of a particular cultural value, setting the agenda for the society and the like.

A simple linear model of mass communication situation can be represented with the diagram given below



Communication

Communication: Introduction

It is impossible not to communicate. Everybody communicates, everything communicates. Communication is not a process limited to human beings only. All creatures on the earth, from worms to humans, are communicating each other for their better existence. It is a universal phenomenon.

Communication is a process which includes transmission of information, ideas, emotions, skills, knowledge by using symbols, words, gestures, and visuals and so on. Thus, the act of communication is referred to as 'transmission'.

As communication being a universal phenomenon that defines all human behavior, it is important to have a clear understanding of the concepts of communication.

Concept – Definitions, Need/Importance/Purposes

Communication is a common phenomenon that cuts across the daily activities of human being. As food and water are very important to man's survival so is communication. It is always a unique feature that differentiates the living from the dead. Obilade (1989) defines communication as a process that involves the transmission of message from a sender to the receiver.

Communication is from a Latin word- COMMUNIS, which means Common or shared understanding. Communication therefore is a purposeful effort to establish commonness between a source and receiver (Schramm 1965). Whatever is being shared could be associated with knowledge, experience, thought, ideas, suggestion, opinions, feelings etc. We will define communication here as the process of exchanging or sharing information, ideas and feeling between the sender and the receiver.

Communication is very central to all human activities; this is because everything we do and do not, communicate. Man's interaction with other human beings is a result of communication. Communication is the key around which human life revolves. Communication is also innate – every man is born with the ability, from childhood, we learn to communicate by crying, smiling, kicking etc.

Communication is a process which includes transmission of information, ideas, emotions, skills, knowledge by using symbols, words, gestures, and visuals and so on. Thus, the act of communication is referred to as 'transmission'.

Communication is a social process, and countless ways in which human beings keep in touch with one another. The messages in a shared environment could not only be oral, written, non-verbal, visual or olfactory but these could also be laws, customs, practices, ways of dressing, gestures, buildings, flags, gardens, exhibits, etc. Language and body synthesizers that are culture specific are essential components of messages. People in communication define the various types

of society, sub-society and groups. The characteristics of these depend on the modes of communication they possess, media exposure, rituals and personal relationships.

Narula & Pearce (1986) argue that communication is better understood as a perspective or context from which any act may be examined or understood. The assumption is that any action has a message value. One cannot, NOT COMMUNICATE. Whatever one does or does not do can be looked at from a communication perspective.

Meaning of Communication

According to Oxford English Dictionary, Communication is 'the transfer or conveying of meaning' (Oxford Dictionary).

The word communication was originated from the Latin word 'communis' which means 'common'. Communion, community, communism, commonality, communalism etc. are some related words having the same linguistic roots. Similarly, newer and newer terms are being coined as the concept of communication assumes importance day by day. Communication technology, communication media, communication age, communication management are just a few

Definitions of Communication

1. "The conveying or exchanging of ideas, knowledge, whether by speech, writing or signs" (Oxford English Dictionary)
2. The transmission of information, ideas attitudes, or emotion from one person or group to another or others primarily through symbols. (Theodorson and Theodorson)
3. The interchange of thoughts or information to bring about mutual understanding and confidence or good human relation. (American society of Training Directors).
4. Schramm defines communication as "a tool that makes societies possible and distinguish human from other societies".
5. Berelson and Steiner define communication as the transmission of information, ideas emotions, skills through the use of symbols, words, pictures, figures, and graph.
6. Communication is the exchange of meanings between individuals through a common system of symbols. (I.A. Richards).
7. Rogers says, "Communication is the process of transmitting ideas, information, and attitudes from the source to a receiver for the purpose of influencing with intent".
8. Kar defines communication as "all those planned or unplanned processes through which one person influences behavior of others."
9. 'One mind affecting another' (Claude Shannon)
10. "The word communication includes all the procedures by which one mind may affect another, this process involves not only written and oral speech but also music, the pictorial arts, the theatre, the ballet and in fact all human behavior." (Shannon and Warren Weaver)
11. The Mechanism through which relations exist and develop – all the symbols of the mind together with the means of conveying them through space and preserving them in time" (Charles Cooley)
12. 'Transmission of stimuli' (Colin Cherry)
13. Communication is the transmission and interchange of facts, ideas, feeling or course of action. (Leland Brown)

15. Communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback (Joseph A. Devito)
16. Communication is a social interaction through messages (Grabner, 1967)
17. 'The mechanism through which human relations exist and develop' (Wilbur Schramm)
18. Communication is the sum of all the things one person does when he wants to create understanding in the mind of another. It is a bridge of meaning. It involves a systematic and continuous process of telling, listening and understanding. (Louis Allen)

A more comprehensive suggested definition to define communication would be: "a process of transmitting ideas, information, attitudes (images which we have formulated for ourselves) by the use of symbols, words, pictures, figures from the source (who is the originator of the message) to a receiver, for the purpose of influencing with intent".

So communication is considered as a process through which senders and receivers of messages interact in a given social context.

Communication is the locus of forces through which persons create and manage social realities. Social reality includes concept of Self, Community, Institutions, and Cultures. Through communication we create concept of SELF-who we are, we create relationships within the community and build institutions. We communicate and act together to create and recreate community relationships that are managed within a culture.

Functions of Communication

1. Social Interaction

Human interaction is possible because we can communicate. We relate with friends, parents, colleagues, etc because we share codes that make us understand each other. Without communication this will not be possible.

2. Business and Trade

Communication provides opportunity to transact business and engage in trade. We are able to make known what we are offering for sales and what we want to buy. We also negotiate the prices, mode of delivery etc. through communication

3. Exchange of Ideas and Spread of Knowledge

We express freely our ideas, opinions and feelings on issues affecting us. We also share knowledge as we engage in discussion and write books. In classroom situation, a teacher is able to impart knowledge into students through communication.

4. Social-Political Development

Development is made possible through communication. Communication helps to mobilize people to work together for their social and political development.

5. Social-Cultural Integration

Communication enables exchange of culture and values. Through music, interaction in communities, we are able to learn one another's cultures and blend for harmonious co-habitation.

Importance of Communication

Communication is important for all beings that lead community life and form relationship. For human beings communication is as essential as food, shelter and dignity. While animal kingdom uses low level symbols for communication, human beings have unique capacity to use language.

Communication is a process of sending and receiving information among people. Humans communicate with others not only by face-to-face communication, but also by giving information via the Internet and printed products such as books and newspapers. Many people believe that the significance of communication is like the importance of breathing. Indeed, communication facilitates the spread of knowledge and forms relationships between people.

First of all, communication helps to spread knowledge and information among people. For example, authors write books to impart knowledge to the World, and teachers share their experience with their students. Also, friends or co-workers discuss their ideas with each other, and companies exchange information with their subsidiaries and customers. Besides, the advent of the Internet not only allows people to have better access to knowledge and information in all fields, but also makes it easier and faster to contact with people around the World. Undoubtedly, the sharing knowledge and information process cannot function without communication. As a result, companies cannot operate, and humanity will be drowned in the abyss of ignorance.

Communication is essential for development of the society. We attain cultural, social and economic prosperity by sharing out experiences. How can we share experience without better communication?

Personal enjoyment is communication based. Just think of a person kept in isolation without any chance for communication with his friends and relatives. It is really a punishment, a prison life. Communication helps us interact with our surroundings, thus create positive relationships, share love, build up friendship and depend each other to enjoy life. Communication helps to spread knowledge and information among people.

Moreover, communication is the foundation of all human relationship. At first, strangers start talking and getting to know each other, and then the relationships are formed when they have more interaction and communication. Communicating helps people to express their ideas and feelings, and it, at the same time, helps us to understand emotion and thoughts of the others. As a result, we will develop affection or hatred toward other people, and positive or negative relationships will be created.

It is no doubt that communication plays a vital role in human life. It not only helps to facilitate the process of sharing information and knowledge, but also helps people to develop relationships with others. Therefore, the importance of communication cannot be underestimated. Every day, we communicate with a lot of people including our families, our friends, our colleagues, or even strangers. We should learn how to communicate effectively to make our lives better.

Types of Communication

The five main types of communication are

1. Intrapersonal communication
2. Interpersonal communication
3. Group communication
4. Public communication
5. Mass communication

Intra-personal Communication

Intrapersonal Communication is defined as the communication process within an individual. It involves thoughts, feelings, and the way we look at ourselves.

Because intra-personal communication is centered in the self, you are the only sender-receiver. The message is made up of your thoughts and feelings. The channel is your brain, which

processes what you are thinking and feeling. There is feedback in the sense that you talk to yourself, or discard certain ideas and replace them with others.

Inter-personal Communication

Interpersonal communication occurs when we communicate on a one-to-one basis—usually in an informal, unstructured setting. This kind of communication occurs mostly between two people, though it may include more than two.

Interpersonal communication uses all the elements of the communication process. In a conversation between friends, for example, each brings his or her back ground and experience to the conversation. Outing the conversation each functions as a sender-receiver. Their message consists of both verbal and non-verbal symbols. The channels they use the most are sight and sound. Because interpersonal communication is between two (or a few) people, it offers the greatest opportunity for feedback. Psychological noise is likely to be minimal because each person can see whether the other is distracted. The persons involved in the conversation have many chances to check that the message is being perceived correctly. Interpersonal communication usually takes place in informal and comfortable settings.

Group Communication

Group communication is communication among three or more people interacting to achieve a shared goal. Group communication occurs when a small number of people meet to solve a problem. The group must be small enough so that each member in the group has a chance to interact with all of the other members.

Because groups are made up of several senders-receivers, the communication process is more complicated than in interpersonal communication. With so many more people sending messages, there are more chances for confusion. Messages are also more structured in small groups use the same channels as interpersonal communication, however, and there is also a good deal of opportunity for feedback. In view of their problem-solving nature, small groups usually meet in a more formal setting than people involved in interpersonal communication.

Group communication is more intentional and formal than interpersonal communication. Unlike interpersonal relationships, which are voluntary, individuals in a group are often assigned to their position within a group. Additionally, group communication is often task focused, meaning that members of the group work together for an explicit purpose or goal that affects each member of the group.

Public Communication

Public communication is a sender-focused form of communication in which one person is typically responsible for conveying information to an audience. In public communication the sender-receiver (the speaker) sends a message (the speech) to an audience.

The speaker usually delivers a highly structured message, using the same channels as in interpersonal and small-group communication. In public communication, however, the channels are more exaggerated than in interpersonal communication. The voice is louder and the gestures are more expansive because the audience is bigger. The speaker might also use additional visual channels such as slides, flip charts, and so on. Generally, the opportunity for verbal feedback in public communication is limited.

The audience members may have a chance to ask questions at the end of the speech, but usually they are not free to address the speaker as he or she is talking. However, they can send nonverbal feedback. If they like what the speaker is saying, they may interrupt the speech with applause. If they like what the speaker is saying, they may interrupt the speech with applause. If

they dislike it, they may move around a lot of simply stop paying attention. In most public communication the setting is formal

Mass Communication

Public communication becomes mass communication when it is transmitted to many people through print or electronic media. Print media such as newspapers and magazines continue to be an important channel for mass communication, although they have suffered much in the past decade due in part to the rise of electronic media. Television, websites, blogs, and social media are mass communication channels that you probably engage with regularly. Radio, podcasts, and books are other examples of mass media. The technology required to send mass communication messages distinguishes it from the other forms of communication. A certain amount of intentionality goes into transmitting a mass communication message since it usually requires one or more extra steps to convey the message. This may involve pressing "Enter" to send a Facebook message or involve an entire crew of camera people, sound engineers, and production assistants to produce a television show. Even though the messages must be intentionally transmitted through technology, the intentionality and goals of the person actually creating the message, such as the writer, television host, or talk show guest, vary greatly.

Mass communication differs from other forms of communication in terms of the personal connection between participants. Even though creating the illusion of a personal connection is often a goal of those who create mass communication messages, the relational aspect of interpersonal and group communication isn't inherent within this form of communication. Unlike interpersonal, group, and public communication, there is no immediate verbal and nonverbal feedback loop in mass communication.

Differentiate Between Intra-Personal and Inter-Personal Communication

Interpersonal and intrapersonal communication can be differentiated on the following base.

Interpersonal communication:

Introduction

Interpersonal communication is that kind of communication which takes place within or among more than two people with use of different mediums of communication. With betterment and advancement of the communication mediums, it has brought the community more closely and as a family.

Definition:

When communication which takes place from one to another, face to face, both communicator and communicated persons reflects personal characteristics as well as social role and relationship. Some theorists may include particularly the role of mediator of the communication.

Relationship:

For forming a proper communication, both models of communicator should have a conducive relationship to each other, to communicate, understand and accept for any kind of responses.

Face to face meeting:

Communication involves face to face meetings whilst exchanging idea, thoughts and other form of words between the participants. Here the communication might be mediated by using different types of mediums of communication such as television channels, telephonic lines and other modern mediums.

Roles:

Each and every communicator plays distinctive roles in forming a relation between them. However, there is another definition of communication as "who says what, in which channel, to whom and with what effects". It is my personal reflection that the communication of this definition does not reflect time and where does it take place, more than that communication in modern era does not merely involve talking but it is larger community or social context.

Process of interpersonal communication:

The process of communication can be viewed from the general prospective of Shannon and Weaver, of this model of communication, there are four basic components forming a proper communication including the sender and message, the medium and the receiver. Here the noise provides an additional component.

Here the first two components the sender and message, the sender composes a message to persuade the receiver. The sender encodes the message properly so as to make sure that the message will be reflected by the receiver under proper channel.

The channel of communication in this model refers to the mode by which the message is transmitted. Most familiar channels advancing in the modernity are Radios, television and telephonic. However, interpersonal communication is different in this regard to mass communication since some participants may not use certain medium and communication may take place with face-to-face way.

The forth components of the model is the receiver. The receiver is responsible to receive the message and decode it in way that they could intelligently response to the sources.

Here the interaction of message takes place when the receiver responses the sender after decoding properly and it is in form of feedback, it helps to clarify the message and enhance communication properly. It is cyclical process of communication.

There are different types of communications in terms of number of participants involving:

Dyadic communication:

This type of communication lies within two people, for instance discussion takes place between the Teacher and his student about communication

Group communication

The group communication consists of participants more than three; here proper group communication of interpersonal communication can be resembled when lesser number of people will be involved. However, there is no distinctive number of exceeding participants to be involved in the group communication when it limits more than three.

Public communication

This types of communication involves a larger participants basically forms in one way style of communication process. The feedback of the receiver is minimal. It takes place in larger audience and mostly takes place for entertainment and persuasion.

Interpersonal Communication

Intrapersonal communication takes place within one person. It is meant to reflect oneself to clarify something. There are three concept of intrapersonal communication namely as following:

Self-conception

It is the one of the concepts of intrapersonal communication because it determines how he sees himself and which to oriented to others. It is also known as self-awareness. There are several factors effecting the communication.

Belief: It is self-orientation to know what is true or false, good or bad. It might be descriptive or prescriptive.

Values: Values are integral part of belief to determine what is right or wrong. It is a deep seated foundation lying within the person's mind and concept.

Attitude: It is a learned idea of the person and it is generally consistent with value. It is often emotional.

Perception

When the self-concept lies internally and perception focuses outward. It is deep rooted in belief, values and attitude. It related and closely intertwined with self concept to create better understanding of both within and outside world.

Expectation

It is futuristic oriented message dealing with long term occurrence. People form expectation on the base of the strength of one's learned ideas within the society.

There are different types of intrapersonal communications as following

Internal discourse

Internal discourse relates to thinking, concentrating and analyzing within one self. It might of day dreaming, praying or meditating.

Solo-vocal

It is that communication which takes place while one shouts loudly for clarifying one-self or rehearsing, when you are talking to yourselves when students don't do homework properly, you might talk yourself to remind on the next time to redo it.

Solo-written communication

It deals with writing for one self and not for others. Like writing notes for your future use.

Merits and demerits of Intrapersonal and Interpersonal communication:

Irreversibility of communication

Merits:

Once when interpersonal communication has taken place, it could not be hold back. When it has conveyed properly and in better way, there is always good impact

Demerits:

It is by contrast, when the communication was not properly flowed with good impact, it is always bad impression.

Communication does not only be verbal communication

Merits:

When you are in good mood, you may convey to others in better way.

Demerit:

The communication might be of body language and it is really hard stop when something goes on emotionally, at that point of time, you may resort to have violence interaction.

Situation

Merits:

The communication can also be depending on the situation, when situation will be calm both in psychologically and sociologically then communication would be flowed smoothly

Demerits:

It is by contrast, when the situation of discourse is in harsh and not good, the communication might not be good flow

Merits and demerits of Intrapersonal communication

Demerits:

When the intrapersonal communication takes place, there is no feedback since there is no receiver to decode whatever he talks about himself.

Merits:

Intrapersonal communication does not need to wait for secondary feedback and it could take place whenever he/she wants

Process of Communication

Robert Kreitner defined, "Communication process is a chain made up of identifiable links. The chain includes sender, encoding, message, receiver, decoding, and feedback."

In the opinion of S. K. Kapur, "The communication process is the method by which the sender transfers information and understanding to the receiver."

According to Bovee/Thill/Schatzman, "The communication process consists of six phases linking sender and receiver."

C. B. Mamoria has pointed out the parts of communication process by saying, "That the communication process model is making up of seven steps or parts: (a) the communication (b) Encoding (c) The message and the medium or channel, (d) reception by the receiver (e) decoding (f) Action and (g) feedback."

Why do we communicate? It is a fundamental question. To make some effect on the receiver is the answer. Effect is consequence or result of communication. Every communication act makes some effect on the person/s. Effect may be positive or negative. Communication is said to be success when we achieve the intended effect.

Communication effects are of three types:

Cognitive effects: The consequences take place in the receiver's intelligence due to communication. Example: Knowledge acquisition

Affective effects: The consequences occurred in the emotions of the person/s due to communication. Compassion, love etc.

Behavioral effects: The change in the receiver's behaviour or actions due to communication.

Political campaign and change in people's voting behaviour or purchasing new products inspired by the advertisements.

Using these elements, let us have a graphical representation of communication process. Graphical representation of communication process is also called communication models.

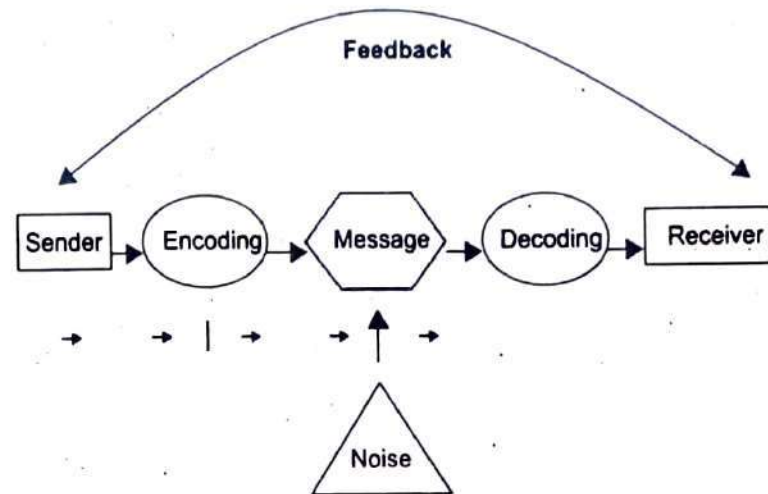
The communication process explains how one party (e.g., a marketer) can transfer the meaning of ideas (i.e., the communication) to another party (e.g., a customer).

Thus, it is clear that communication process is the set of some sequential steps involved in transferring message as well as feedback. The process requires a sender who transmits message through a channel to the receiver. Then the receiver decodes the message and sends back some type of signal or feedback.

The process by which one person or a group of persons receive an increment of information which has some value for either sender or receiver either by way of knowledge addition or entertainment or acquisition of energy to act or persuasion to buy or act as required by the sender is the process of communication.

A simple communication model with a sender transferring a message containing information to a receiver. Here sender encodes the message and send it through appropriate medium to receiver. Receiver will decode that message and give the feedback to sender. But it is not necessary that receiver will send feedback in same medium that sender uses. Sometimes receiver answered by non-verbal communication.

The following diagram represents the communication process



Sometimes noise interrupts the communication and spoils the message. So the meaning of sender is sometimes misunderstood by receiver. That's why effective communication is important.

"communication refers to the act by one or more persons, of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity for feedback' to find out the essential elements of communication."

According to Joseph A Devito's definition, communication has the following process:

- Sender
- Message
- Channel
- Receiver
- Noise
- Feedback
- Context

Sender: Sender is the idea generating component in communication process. In human communication, sender may be a person or persons who create or formulate the message to be sent to the receiver. Being the primary source of the message, sender is also termed as source. In mass media, for example, news reporter is the sender or source as he/she constructs the message (news story). In a musical performance, the singer is the sender as his message is enjoyed by the audience.

Sender is a critical component in communication as his/her social background, personality status, education etc influence the quality of the message he/she creates. The message is created from the idea generated in the mind of the sender. The idea generation process is called encoding.

The source/sender has three functions:

- To decide what is to be communicated
- Encoding (Put the idea in such a way that the receiver understands it)
- Transmitting the message to the receiver

Message: The message is any verbal or non-verbal method that produces meaning in the mind of the receiver. Simply, it is the meaning transferred from sender's mind to receiver's mind. This happens mainly in two ways: verbal and non-verbal methods.

Verbal message means written or oral messages. They are composed of words. Example:

A newspaper report or a lecture by a teacher.

Non-verbal messages are those communicated through our behaviour, movements, actions, clothes, style of conversation, pitch of the sound etc.

What is fundamental in message construction is the agreement between sender and receiver in the code used for it. If the receiver cannot identify the language or meaning of the message, the communication will be defective.

Channel: The channel means medium by which sender transmits the message to the receiver. Our five senses such hearing, touching, smelling, tasting, seeing are basic natural channels of human communication. Communication can be classified on the basis of five basic natural channels.

They are:

Tactile communication: Communication by touch or taste

Olfactory communication: communication by smell

Audio communication: Communication through sound waves

Visual communication: Communication through visual elements or properties.

We use any technically developed medium (like television, newspaper, books etc) with the help of one or more of these five senses. Similarly, sender uses one or more channels to maximize the communication effect. For example—multi-media class room where teacher uses projector, blackboard, lecture, gestures etc. simultaneously

Receiver: Idea receiving end in communication process is called receiver. A person or thing may be at the receiving end. The receiver's role is as important as a sender's role. As in the case of a sender, receiver has also three roles to play:

- To receive the message
- To decode the message

Decoding is the process of extracting a message from a code and interprets it. For this, sender and receiver should have knowledge about the code (for example: language) used in communication.

- To respond to the message through feedback Receivers may be audience watching movies, persons listening to music, students hearing a lecture or a computer getting e-mail from a remote server.

Communication fails or remains faulty when message is rejected or misinterpreted by the receiver

Feedback: Information or message that is fed back to the source is called feedback. If you get clapping for your singing, clapping is the feedback. Questions raised by students in a class room for more information is another example for feedback.

Feedback originated either from the sources' own message is called self feedback.

Example: When you talk to somebody, you hear yourself and evaluate your tone, pitch etc

Sometimes you may think that you could have sharpened or softened your tone or pitch or text, because of your own feedback.

Another type of feedback is that originated from the receiver. It may be in the form of questions, applauses, puzzled look etc.

Feedback may be negative or positive, immediate or delayed.

Receiver's indication to the sender that the message was not received well is called negative feedback. e.g. Looks of indifference, rejection or boredom may be considered as negative feedback.

Receiver's favorable responses like acceptance, applauses etc. are positive feedback.

Feedback at the time of the communication itself or just after it is immediate feedback.

Applauses a singer gets during the performance.

Receiver's response relatively much after the communication is delayed feedback. e.g. Letters to the Editor

Noise: Noise or communication barrier is anything that distorts message. Noise may originate in any of the components of communication like source, message, channel, context, receiver etc. Noise is present when there is difference between the message sent and received. Communication is not possible without noise, but its effects may be reduced through various methods such as using good grammar, clear voice, simple language, quality signal etc. Noise is of different types depending on the nature and reasons of the distortion

They are:

- **Physical Noise:** This comes from the environment and keeps the message from being heard or understood. It may be from loud conversations, side-talks at meetings, vehicular sounds, sounds from workmen's tools etc.
- **Psychological Noise:** This comes from within as a result of poor mental attitude, depression, emotional stress or disability.
- **Physiological Noise:** Results from interference from the body in form of body discomforts, feeling of hunger, tiredness etc
- **Linguistic Noise:** This is from the source's inability to use the language of communication accurately and appropriately. It may be a grammatical noise manifested in form of defects in the use of rules of grammar of a language, and faulty sentence structure. It may be semantic as in the wrong use of words or use of unfamiliar words, misspelling, etc. And it could also be phonological manifested in incorrect pronunciation

Context: Communication takes place in a context. At times it is noticeable and at other times not. In other words, time, place, culture, physical and social condition and psychology of the participants are important in determining communication effect. If we try to interpret a message out of its context, we may get an entirely different meaning which may result in communication error.

Rules and roles are two important factors related to communication context

Rules are the norms we have to follow while communicating in different situations. For example, our communication behaviour is different when we are in class room, market or prayer hall, depending on the rules the situation demands.

Roles are the character or part each participant in communication has to play. For example, in family communication situation, father plays a leader's role. In class room, students play the receiver's role

Summary

Steps or elements of communication process

The communication process refers to the steps through which communication takes place between the sender and the receiver. This process starts with conceptualizing an idea or message by the sender and ends with the feedback from the receiver. In details, communication process consists of the following eight steps:

1. **Developing idea by the sender:** In the first step, the communicator develops or conceptualizes an idea to be sent. It is also known as the planning stage since in this stage the communicator plans the subject matter of communication.
2. **Encoding:** Encoding means converting or translation the idea into a perceivable form that can be communicated to others.
3. **Developing the message:** After encoding the sender gets a message that can be transmitted to the receiver. The message can be oral, written, symbolic or nonverbal. For example, when people talk, speech is the message; when people write a letter, the words and sentences are the message; when people cry, the crying is the message.
4. **Selecting the medium:** Medium is the channel or means of transmitting the message to the receiver. Once the sender has encoded his into a message, the next step is to select a suitable medium for transmitting it to the receiver. The medium of communication can be speaking, writing, signaling, gesturing etc.
5. **Transmission of message:** In this step, the sender actually transmits the message through chosen medium. In the communication cycle, the tasks of the sender end with the transmission of the message.
6. **Receiving the message by receiver:** This stage simply involves the reception of sender's message by the receiver. The message can be received in the form of hearing, seeing, feeling and so on.
7. **Decoding:** Decoding is the receiver's interpretation of the sender's message. Here the receiver converts the message into thoughts and tries to analyze and understand it. Effective communication can occur only when both the sender and the receiver assign the same or similar meanings to the message.
8. **Feedback:** The final step of communication process is feedback. Feedback means receiver's response to sender's message. It increases the effectiveness of communication. It ensures that the receiver has correctly understood the message. Feedback is the essence of two-way communication.

Basic Models. Functions of a Model, Evaluation of a Model

While analyzing this model, we should keep in mind that

- Communication is a dynamic process involving different elements. No element is static.
- Some or all of these elements make communication possible. It is not must for a communication act to have all these elements.
- Elements of communication are interrelated.

Scope and Purpose of Communication Models

A model is a miniature, a highly selective visual representation of any reality. In that sense, communication model means graphical/visual representation of communication process using various elements involved. The best example is the above described graphic that visualizes various elements and processes in the communication as envisaged by Joseph A Devito.

Purpose of Communication Models

A graphic representation of any reality helps us visualize the relationships among various elements of a structure, system or process; an object, event or act. Mc Quil and Windhal say that a model is a consciously simplified description in graphic form of a piece of reality.

No single model can be expected to present a holistic picture of reality.

Communication models help us to visualize, analyze and discuss various complex processes and issues that would be otherwise difficult to explain

No single model can be expected to present a holistic picture of reality. Communication models help

Functions of Models

Organizing function:

Models help us by ordering and relating systems to each other by providing with images of whole that might not otherwise perceived

Explaining Function:

Models help us study communication by providing simplified version which would otherwise be complex

Yet another function of communication is heuristic in nature. It means that in the study of communication, models guide researchers to the key points of the process or system

Thus communication models help

- a) To assign probabilities to formulate hypothesis in research
- b) To predict outcomes
- c) To describe the structure of a phenomenon

Functions of Communication Models

1. To clarify the scope of human interaction showing it to be a circular, complex, continuous dynamic, or a coding process.
2. To point out where to look and under what conditions to analyze different responses.
3. To show the variables in human communication.
4. Used as a frame work in researches

Summary

Communication model refers to the visual representation of communication process. Communication model performs certain function in developing communication skills and efficiency. Some important functions of communications model are mentioned below:

1. **Teaching the elements of communication process:** Communication model represents various elements involved in sending and receiving message. So from communication model, one can learn various aspects of communication process. For this reason, it is said that communication model teaches communication process.
2. **Conducting research:** The second important function of communication model is to help in conducting research in the field of communication. Communication model presents various aspects of communication logically that help the researchers are in understanding the pattern of communication. So with the help of communication models, the researchers can undertake communication research programmers and perform those efficiently.
3. **Predicting the success or failure of communication process:** Another function of communication model is to predict or forecast the success or failure of a particular communication process. Through this model, one can ascertain the causes of success or failure of communication.

Importance or Objectives of Communication Model

1. Communication model has evolved to understand the communication process. It helps to understand the important aspects of communication. Some points highlighting the importance or objectives of communication model are given below:
2. **Easy understanding of communication process:** Communication model helps to understand the communication process easily and logically.
3. **Showing information flow:** Communication model shows how information flows from one person to another in the organization.
4. **Introducing the parts of communication process:** Communication model is also helpful to orient the various parts of communication process to its readers.
5. **Easy presentation of communication process:** Communication process is a complex issue. Through a model, this complex issue can be presented easily.
6. **Understanding the communication complexities:** Complex issues of communication process cannot be show in the communication model. Comparing these complexities with the model, one can measure the degree of complexities in a given communication issue.

Evaluation of a Model

Aristotle's Concept of Communication

The first known scholar, who wrote about communication, though not directly, is Aristotle (384-322 BC). In his famous books, 'Rhetoric', Aristotle called the study of

communication as 'rhetoric' and elaborated three elements within the process. According to him, communication process composed of a speaker, a message and a listener. Person at the end of the communication process holds the key to whether or not communication takes place.

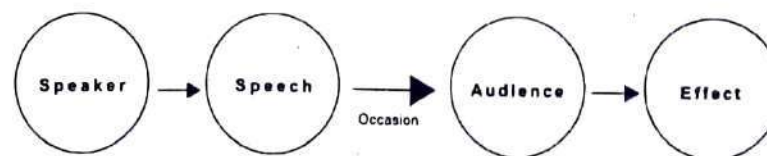
In Aristotle's Point of View,

- Communication is purposive;
- It is based on the intention of affecting others;
- Its effects can be evaluated and measured in terms of effect, and also in terms of the truth;
- Rhetoric considers not only what is or was, but also what might be.

To his communicators need to develop five skills:

- Invention - ability to generate ideas;
- Disposition - ability to organize ideas;
- Style - use of appropriate language;
- Memory - ability to recall facts & ideas;
- Delivery - use of voice and gestures.

From his observations, later scholars developed a model of communication using the elements he mentioned



Aristotle's Model of Communication

The model consists of four visible elements: Speaker or receiver, speech or message, audience or receiver(s) and effect of communication. And, context or occasion of the communication covers all the elements indicating that it has influence on other four elements.

Basic Models in Mass Communication:

Introduction to the concept of Communication Models

Communication is a theory and a science that is based on laws and logic. This can be studied and made more effective by understanding how it works. The existing studies have used real life situations to explain the phenomenon of communication which can also be done on an academic level. These models are studies and shown in the most simplified manner as metaphors.

Communication models are systematic representation of propagating information, which are depicted as an object or an event in a simpler and more profound manner. Following work would explain the critical analysis and the comparison of the most recognized and widely accepted communication models

1950s: Early models

The decade of the 1950s proved to be fertile in model-building activity, which can be taken as an expression of the search for growth and unity in the study of communication. According to Johnson and Klare (1961), it was a mathematician, Claude Shannon, who first provided the stimulus to social scientists to formulate their thinking about communication in model form according to the terms outlined above.

Mass communication research was always traditionally concerned with political influence over the mass press, and then over the influences of films and radio. The 1950s was fertile for model-building, accompanying the rise in sociology and psychology. It was in the USA that a science of communication was first discussed.

The earliest model was a simple sender-channel-message-receiver model.

↓
Modifications added the concept of **feedback**, leading to a loop.

↓
The next development was that receivers **normally selectively perceive, interpret and retain** messages.

Gerbner is important because he recognizes the TRANSACTIONAL nature of much communication – ie the “inter subjectivity of communication”. The result is that communication is always a matter of negotiation and cannot be predicted in advance.

Communication to mass communication

Early on, a sub-set of models began to refer specifically to mass communication. Westley and Maclean were important in this. Their model emphasizes the significance of audience demand rather than just the communicator's purpose.

1960s and 1970s

The attention now moved away from the effects of the mass media on opinions, behaviour and attitudes, and began to focus on the longer-term and socializing effects of the mass media. The audience were less victims of the media, and more active in adopting or rejecting the guidelines offered by the mass media. This an emphasis on “an active audience”.

Nevertheless a healthy suspicion of the mass media has continued through the 1970s and 1980s, especially in terms of news selection and presentation.

A more recent development is an interest in the ‘information society’ when the ‘boundary separating mass communication from other communication processes is becoming much less clear’. There has also been an accelerating “internationalization” of mass communication.

Lasswell Model (1948)

“Who says what in which channel to whom with what effect?”

(declassified in 1948)

The Five W's by American political scientist and communications theorist **Harold Lasswell** is a model used to analyze mass communication processes.

In 1948 Lasswell proposed a model to describe mass communication processes known as the **Five W's Method** or **Lasswell's Communication Model**.

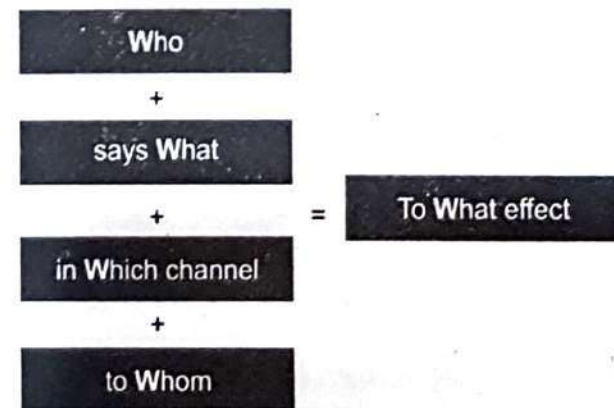
He was the first in media studies literature to build up a valid framework that fitted both supporters of passive and active audiences. His studies started a new wave of ideas giving birth to mass communication theories like: Limited Effects Theory, Uses and Gratification Theory, Play Theory of Mass Communication, Spiral of Silence, Cultivation Theory, and Dependence Theory.

Note that in the 1950s mass communication was perceived to be asymmetrical, with powerful media and passive audiences manipulated by messages. According to the 5 W's model, a scientific analysis of a mass communication message is feasible by answering the following 5 questions:

Harold Dwight Lasswell (1902 - 1978)

Lasswell) is the proponent of famous question formula, which is otherwise called Lasswell formula of communication. We can't call his definition of communication which is presented in an array of question as a communication model in its strict sense. This American political scientist stated that the most convenient and comprehensive way to describe an act of communication was to answer the following questions: Who (says) What (to) Whom (in) What Channel (with) What Effect?

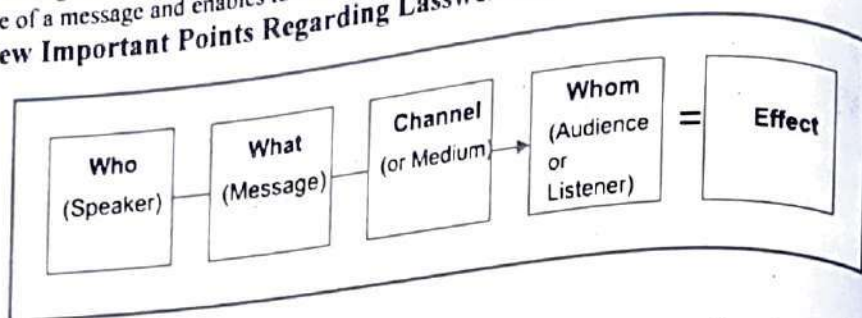
Lasswell's Communication Model



1. Control analysis: **Who** / What organization is behind the production of messages?
2. Content analysis: **What** is the content of a message?

3. Media analysis: **Which media channel** is used?
 4. Audience analysis: **To Whom** is the communication directed?
 5. Effect analysis: **What effects** are produced by the messages broadcasted?
- Among the 5 W's, the most important enquiry field is the content analysis. It defines the scope of a message and enables to track the effects of communication.

A Few Important Points Regarding Lasswell's Model



1. Communicator

In every form of communication, if the audience of a message doesn't reciprocate appropriately, the communication process remains incomplete. This is why many communication specialists refer to the communicator as source or transmitter or sender of the message – at least that doesn't presuppose that communication does actually take place.

2. Control Analysis

Because of the application of Lasswell's formula to the media, his question "Who?", has been associated mainly with control analysis:

- a) Who owns this newspaper?
- b) What are their aims?
- c) What are their political allegiances?
- d) Do they attempt to set the editorial policy?
- e) Are they subject to any kind of legal constraints?
- f) How does the editor decide what to put in the paper?
- g) And so on.

3. The Message

Being concerned with the mass media, Lasswell was particularly concerned with the messages present in the media. This relates to an area of study known as content research. Typically, content research is applied to questions of representation, for example: how are women represented in the tabloid press? or: how are blacks represented on television? or: how is our society represented to us in the movies? Content research will often be a matter of counting the number of occurrences of a particular representation (for example, the housewife and mother who does not work outside the home) and comparing that with some kind of 'objective' measure, such as official statistics.

4. Interpersonal Communication

In everyday interpersonal communication with friends, one probably doesn't give a conscious thought about the messages exchanged. For example –

- a) What dress are we wearing?
- b) How is our hair done?

- c) Are we wearing socks with shoes?
- d) What about that earring?

The answers to those questions may not be the result of a lot of thought, but they are the result of a variety of decisions about the image one projects of oneself – the messages about self, personality, and tastes etc. Also in a day, there is no doubt that there are certain messages which one thinks about more carefully.

5. Channel

The channel is the mode which carries the message. For e.g. words are carried via the channel of air waves, radio news is carried by both air waves and radio waves. In simple terms, messages can be sent through channels corresponding to five human senses.

This use of the word 'channel' is similar to the use of the word medium when talking about communication. The words are sometimes used interchangeably. However, strictly speaking, often the word medium is used to refer to a combination of different channels. Television for example, uses both the auditory channel (*sound*) and visual channel (*sight*).

6. Media Analysis

The question of which channel or medium should be used to carry a message is of vital importance in all communications. If the telephone is chosen to communicate with a profoundly deaf person and the computer for a blind person, then those will be the wrong media for communication. Advertising agencies employ Media Buyers for deciding the most suitable medium or combination of media (*newspapers, billboards, flysheets, TV advertising etc.*) according to the type of message they want to communicate. They also decide on a particular target audience to whom they want to communicate it.

7. The Receiver

Many communication scholars use the technological-sounding terms: *sender, source or transmitter to refer to the Communicator*. Ordinarily the receiver is called as audience or readership. This whole question of audience is of vital importance for successful communication.

8. Effects

Lasswell's model also introduces the question of media effects. Communication is not done in vacuum, in fact one communicates in order to achieve something. For instance, even a simple 'hello' uttered to greet an acquaintance, without really thinking about it, might be meant to convey a deeper meaning.

9. Feedback

To find out what kind of effect a communication has, one needs to have some kind of feedback. When one speaks, a response is expected from his / her audience, which could be a sign of interest, boredom etc. In other words, feedback is required to gauge the effect of communication. If there is a positive feedback, the person will continue in the same vein and, if the feedback is negative, the subject or style could be changed and even one can stop speaking.

Advantage of Lasswell model

- It is Easy and Simple
- It suits for almost all types of communication
- The concept of effect

Disadvantage of Lasswell model

- Linear model

- A one way act
- Model is not interactive
- No feedback
- Noise not mentioned

Example

CNN News – A water leak from Japan's tsunami-crippled nuclear power station resulted in about 100 times the permitted level of radioactive material flowing into the sea, operator Tokyo Electric Power Co said on Saturday.

Who – TEPC Operator

What – Radioactive material flowing into sea

Channel – CNN NEWS (Television medium)

Whom – Public

Effect – Alert the people of Japan from the radiation.

Though this model is useful yet, it is too simple. It assumes that the communicator wishes to influence the receiver and therefore sees communication as a persuasive process. It assumes that messages always have effects and also exaggerates the effects of mass communication. It omits feedback. On the other hand, it was devised in an era of political propaganda.

There Must be an "Effect" if Communication takes Place.

The point in Lasswell's comment is that there must be an "effect" if communication takes place. If we have communicated, we've "motivated" or produced an effect. It is also interesting to note that Lasswell's version of the communication process mentions four parts — who, what, channel, whom. Three of the four parallel parts mentioned by Aristotle — speaker (who), subject (what), person addressed (whom). Only channel has been added.

Shannon and Weaver's Communication Model or "Mother of all Models."

(1948)

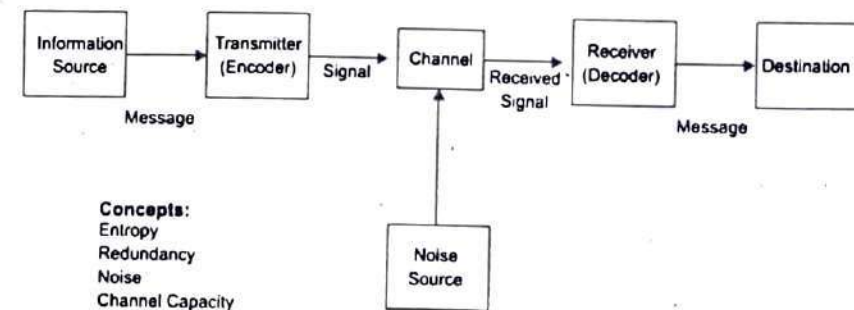
Q: Briefly narrate the implications and shortcomings of the Shannon and Weaver model of Communication (CSS- 2017)

Another viewpoint on communication is offered by Shannon and Weaver (1949). This model is focused on information theory, and in particular the transmission and reception of messages. The model introduces three elements not found in Aristotle's model: a transmitter, a receiver, and sources of noise.

Claude Shannon, an engineer for the Bell Telephone Company, designed the most influential of all early communication models. His goal was to formulate a theory to guide the efforts of engineers in finding the most efficient way of transmitting electrical signals from one location to another (Shannon and Weaver, 1949). Later Shannon introduced a mechanism in the receiver which corrected for differences between the transmitted and received signal; this monitoring or correcting mechanism was the forerunner of the now widely used concept of feedback (information which a communicator gains from others in response to his own verbal behavior).

Shannon and Weaver's Communication Model

The model deals with various concepts like Information source, transmitter, Noise, channel, message, receiver, channel, information destination, encode and decode.



According to Shannon and Weaver's model (as seen above), a message begins at an information source, which is relayed through a transmitter, and then sent via a signal towards the receiver. But before it reaches the receiver, the message must go through noise (sources of interference). Finally, the receiver must convey the message to its destination.

Shannon and Weaver's Communication Model has Five Basic Elements:

1. An *information source*, which produces a message.
2. A *transmitter*, which encodes the message into signals.
3. A *channel*, to which signals are adapted for transmission.
4. A *receiver*, which 'decodes' (*reconstructs*) the message from the signal.
5. A *destination*, where the message arrives.

In the process of transmitting a message, certain information that was not intended by the information source is unavoidably added to the signal (or message). This "noise" can be internal (i.e., coming from the receiver's own knowledge, attitudes, or beliefs) or external (i.e., coming from other sources). Such internal or external "noise" can either strengthen the intended effect of a message (if the information confirms the message), or weaken the intended effect (if the information in the "noise" contradicts the original message).

Source:

Shannon, C. E. A Mathematical Theory of Communication The Bell System Technical Journal, Vol. 27, pp. 379-423, 623-656, July, October, 1948.

Suppose you have an idea in your head (information source) that you want to tell someone about. You must first move the idea from your brain to your mouth (transmitter). Since you cannot actually share your gray matter, you must select words for your transmitter to use. Once you speak, your voice (signal) is carried through the air toward the listener's ear (receiver). Along the way, your signal is joined by a myriad of other sounds and distractions (noises). The receiver then takes everything it receives and tries to maximum the message and minimize the noise. Finally, the receiver conveys its message to the other person's mind (destination).

Practical Example of Shannon-Weaver Model of Communication:

Ali made call to his assistant "come here I want to see you". During his call, noise appeared (transmission error) and his assistant received "I want" only. Again Assistant asked Ali (feedback) "what do you want Ali".

Sender	Ali
Encoder	Telephone (Ali)
Channel	Cable
Noise	Distraction in voice
Reception	Telephone (Assistant)
Receiver	Assistant.

Due to transmission error or noise, Assistant can't able to understand Ali's messages.

*The noise which affect the communication flow between them.

Advantages of Shannon and Weaver's Model:

Particular models are useful for some purposes and less useful for others. Like any process of mediation a model foregrounds some features and backgrounds others. The strengths of Shannon and Weaver's model are its

1. Simplicity,
2. Generality, and
3. Quantifiability
4. Having a feedback loop will help the sender and receiver communicate to see if the message has been clearly understood.
5. An effective feedback process allows for more communication between the sender and receiver and the communication will be more positive, with less misunderstandings.
6. The field of experience can help a message get across to the receiver if there is common ground.
7. In the making of this communication process, human behaviour was incorporated which means that it is to benefit communication in relationships as well as with any other people.

Disadvantage is that the Model:

1. Linear,
2. One way model,
3. Ascribing a secondary role to the "receiver", who is seen as absorbing information.
4. This model does not focus at all on communication noise and that is an important aspect in the communication field. Noise can influence a message a lot; it can have a negative as well as a positive effect on the message. Something can be completely misinterpreted due to noise which has interrupted the sender.
5. People misunderstand each other even when the right symbol is used or even if they have a common experience field. A message still can be misinterpreted

Criticism of Shannon-Weaver Model of Communication:

1. One of the simplest model and its general applied in various communication theories
2. The model which attracts both academics of Human communication and Information theorist to leads their further research in communication
3. It's more effective in person-to-person communication than group or mass audience
4. The model based on "Sender and Receiver". Here sender plays the primary role and receiver plays the secondary role (receive the information or passive)
5. Communication is not a one way process. If it's behaved like that, it will lose its strength. For example: Audience or receiver who listening a radio, reading the books or watching television is a one way communication because absence of feedback
6. Understanding Noise will helps to solve the various problems in communication

Summary

Shannon and Weaver's Communication Model 5 Basic Factors

Shannon and Weaver's Communication Model has five basic factors, arranged in a linear format. The components in this model are:

1. The information source selects a desired message out of a set of possible messages.
2. The transmitter changes the message into a signal that is sent over the communication channel to the receiver.
3. The receiver is a sort of inverse transmitter, changing the transmitted signal back into a message, and interpreting this message.
4. This message is then sent to the destination. The destination may be another receiver (i.e., the message is passed on to someone else), or the message may rest with the initial receiver, and the transmission is achieved.
5. In the process of transmitting a message, certain information that was not intended by the information source is unavoidably added to the signal (or message). This "noise" can be internal (i.e., coming from the receiver's own knowledge, attitudes, or beliefs) or external (i.e., coming from other sources). Such internal or external "noise" can either strengthen the intended effect of a message (if the information confirms the message), or weaken the intended effect (if the information in the "noise" contradicts the original message).

The Osgood Schramm's Communication Model (1954)

In 1954 Wilbur Schramm in cooperation with Psychologist Charles Osgood presented a modified version of Shannon's model that converts it from a linear model with a discreet sender and receiver to a circular, iterative model that emphasizes the encoder/decoder functions that must take place in both the sender and receiver. Schramm (1954) identifies this circular relationship when he states:

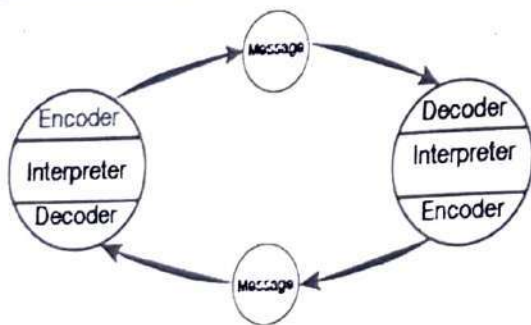
In fact, it is misleading to think of the communication process as starting somewhere and ending somewhere. It is really endless. We are little switchboard centers handling and rerouting the great endless current of information....

(Schramm W. (1954) quoted in McQuail & Windahl (1981))

Osgood-Schramm adds significant depth to Shannon's engineering model providing for a more humanistic system that takes also takes into account the need for feedback. Schramm (1954) notes that we rarely send out messages in a single channel:

When you speak to me, the sound waves from your voice are the primary message. But there are others: The expression on your face, your gestures, the relation of a given message to past messages. Even the primary message conveys information on several levels (Schramm (1954) quoted in Mortensen, 1973, p.35).

One of the most useful models of communication was proposed in 1954 by Charles Osgood and Wilbur Schramm. The Osgood and Schramm circular model is an attempt to remedy that deficiency: The model emphasizes the circular nature of communication. The participants swap between the roles of source/encoder and receiver/decoder.



It is a Circular Model, so that communication is something circular in nature

- **Encoder** – Who does encoding or Sends the message (message originates)
- **Decoder** – Who receives the message
- **Interpreter** – Person trying to understand (analyses, perceive) or interpret

This model also known as "The process and Effects of communication" 1955.

- This Model of Osgood-Schramm evolved in 1954. It does not follow the conventional pattern of communication from source to receiver.
- It helps in reminding the process of interpretation which takes place whenever a message is decoded.

- It stressed that each participant in a communication process sends as well as receives messages and as such encodes, decodes and interpret messages.
- Thus it is a dynamic process in which there is an interactive relationship between the source and the receiver, where a person may be a source one moment, a receiver the next and again a source the following moment

Significance

- Circular in form and meaningful
- Ongoing and dynamic in nature
- Natural process
- More preferred in dyad communication
- Bounded by good timing
- Verbal and non- verbal form of communication

Communication takes place between Interpreters, with a cyclical exchange. In a single act of communication one of the Interpreters acts as the Encoder. This individual takes some Message and puts it through a code of some sort. The most common in interpersonal communication is through language. The encoded message is then transmitted in some fashion to the other Interpreter who acts as the Decoder. As long as they know the code the Encoder used they can decode it and receive the message intended. Once a cycle like this is complete, it repeats in the other direction, creating a circular feedback system.

You might notice a place where problems can arise. What happens in the Encoding Interpreter used a code which the Decoder does not know? In that situation the Message will not be received at all. What happens if the Decoder only understands part of the code being used? They will delete and distort content from the Message that was encoded, and will likely generalize from what they do understand or have experienced in the past.

From the message starting to ending, there is an interpretation goes on. Solely based on this interpretation only the message is received. This model breaks the sender and receiver model it seems communication in a practical way. It is not a traditional model. It can happen within our self or two people; each person acts as both sender and receiver and hence use interpretation. It is simultaneously take place e.g. encoding, interpret and decoding.

Semantic noise is a concept introduced here it occurs when sender and receiver apply different meaning to the same message. It happens mostly because of words and phrases for e.g. Technical Language, So certain words and phrases will cause you to deviate from the actual meaning of the communication.

When semantic noise takes place decoding and interpretation becomes difficult and people get deviated from the actual message.

Advantage of Osgood- Schramm Model of Communication

- Dynamic model- Shows how a situation can change
- It shows why redundancy is an essential part
- There is no separate sender and receiver, sender and receiver is the same person
- Assume communication to be circular in nature
- Feedback – central feature.

Disadvantage of Osgood- Schramm Model of Communication

- This model does not talk about semantic noise and it assume the moment of encoding and decoding.

Wilbur Schramm's Model of Communication (1954)

Wilbur L. Schramm was a forefather in the growth of a basic model of communication. His model is a beginning of the Shannon-Weaver transmission model of communication. The Shannon-Weaver model was made up of six elements of communication: source, encoder, message, channel, decoder, and receiver.

Wilbur Schramm's 1954 model magnifies on this thinking by highlighting the process of encoding and decoding the message. Schramm proposed this process as a reciprocal circular communication between the sender and receiver. The Shannon-Weaver model is a more mathematical and technological one, Schramm incorporates the study of human behavior in the communication process.

Wilbur Schramm (August 5th 1907 – December 27th, 1987) is considered one of the founding fathers of the mass communications field. Wilbur Lang Schramm began studying communication as a separate discipline altogether and developed a model which had a unique feature of involving 'field of experience' of the sender and the receiver. Schramm's model 1954 is a derivation from the Shannon and Weaver model but emphasizes on the process of encoding and decoding.

Schramm's Model of Communication, 1954

This is a diagram of Schramm's feedback loop model:

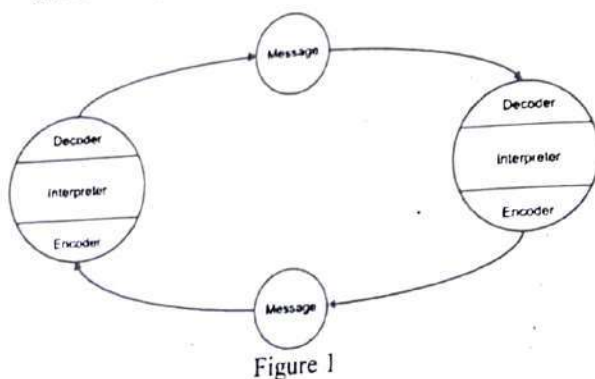


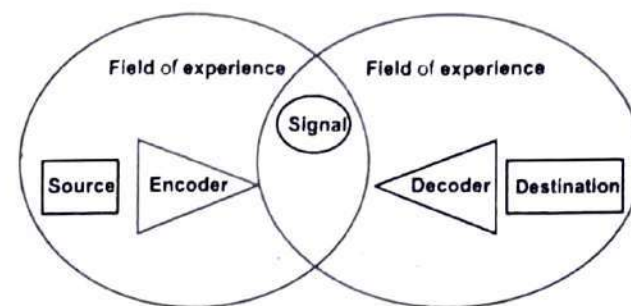
Figure 1

Schramm opines messages become complicated because of the different meanings learned by different people. Meanings can be connotative and denotative. Connotative meanings are emotional and based on personal experiences which may vary with varying experiences. Denotative meanings are dictionary meanings which usually remain unaltered when received by people. He further adds that messages have surface and latent meanings which might be interpreted differently. Besides, pitch pattern, modulation of voice, facial expressions also might be conceived differently by different people. He opines communication is the process of establishing commonness or oneness of thought between a sender and a receiver. In order that the information sent by the sender is understood by the receiver they must have a common 'field of experience'. Figure 2 will help to illustrate the concept of field of experience.

The sender encodes the message based on his understanding and experience, i.e. on the whole his field of experience. Thereafter this encoded message gets conveyed to the receiver. The receiver now, interprets the message in the background of his field of experience. The degree, to which the message is decoded in the manner it was intended by the encoder, depends on the degree or extent of commonality in the fields of the encoder and the decoder. So, more the two fields overlap, more will be the understanding. For example, a lecture on neuron physiologically will either make little or no sense if delivered to fifth standard school kids. This would happen because the lecturer's knowledge about biology or chemistry is no way common to the experience of the school kids, neither are they likely to have knowledge of the vocabulary used for the purpose.

Field of Experience - an individual's beliefs, values, experiences and learned meanings both as an individual or part of a group.

Diagram of Schramm's field of experience:



Dr. Schramm suggests that the message can be complex by different meanings learned by different people. Meanings can be denotative or connotative. Denotative meanings are common or dictionary meanings and can be the same for most people. Connotative meanings are expressive or evaluative and based on individual experience. A message can also have external and hidden meanings. Other features of messages that impact communication between two individuals are: intonations and pitch patterns, accents, facial expressions, quality of voice, and gestures. The successful communication of a message depends on whether this message will be accepted over all the competing messages.

Philosophy: Dr. Schramm believed that all of these elements were important functions of communication in society. He believed that people in a society need information on their environment and methods of communicating in order to make choices.

Schramm believed that an individual's knowledge, experience and cultural upbringing also play an important role in communication. People from different cultures, religion or background tend to interpret the message in dissimilar ways.

To conclude according to this model of communication when a sender passes on the information to the receiver, the receiver must interpret it in the desired form the sender wants and give him the feedback or respond accordingly. Any communication where the sender does not get the feedback, the communication is not complete and thus ineffective.

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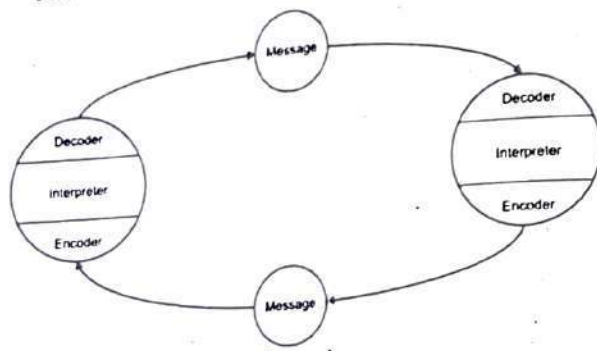


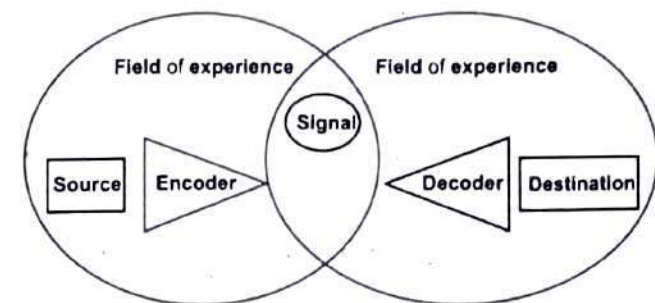
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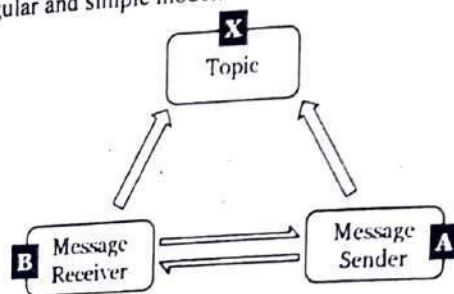
Newcomb's Symmetry Theory (1953)

Theodore Mead Newcomb (July 24, 1903) was an American social psychologist, professor and author. In 1953, Newcomb published a new social approach in field of communication which was called "ABX" system (later it was called *Newcomb's model*).

Newcomb's Model of Communication

- One of the first models to introduce the role of communication in society or a social relationship.
- Communication's role is to simply **maintain equilibrium within the social system**.
- Newcomb's model is based on a psychological view of communication. According to Newcomb, communication was **a way in which people oriented themselves with each other and their environment**.

This model is the first to define the role of communication in society or social relationship. It is a triangular and simple model.



The Newcomb's Model

The Newcomb's model of communication was introduced by Theodore M Newcomb at the University of Michigan in 1953. He gives different approach to the communication process. The main purpose of this theory is to introduce the role of communication in a social relationship (society) and to maintain social equilibrium within the social system. He does not include the message as a separate entity in his diagram, implying it only by use of directional arrows. He concentrates on the social purpose of communication, showing all communication as a means of sustaining relationships between people. Sometimes it's called as an "ABX" model of communication.

The Newcomb's model works in a triangular format or A-B-X system

- A – Sender
- B – Receiver
- X – Matter of Concern

The relationship between A and B is like student and teacher, government and public or newspaper and readers. Sender and Receiver may work in a same flow but the same time some

factor like "X" may affect their flow of relationship. "X" it may be third persons, issue, topic or policy.

Newcomb's Model of Communication How does it Work?

A, B, and X are interdependent.

Four base components of this relational system:

1. A's attitude toward X
2. A's attraction to B
3. B's attitude toward X
4. B's attraction to A

A and B have a **natural propensity toward balance** in their co-orientation toward X and each other.

If A changes his/her relationship to X, B will have to change his/her relationship with A or with X to maintain equilibrium within the social system e.g.

1. A dislikes the idea of legalizing medical marijuana
2. A is friends with B
3. B is friends with A
4. B has a positive attitude toward the legalization of medical marijuana

Imbalances are resolved by:

1. A decreasing the amount of liking toward B
2. A changing his/her attitude toward X
3. A changing B's attitude toward X to align with A's

Example:

Teachers introduce a new policy to increase the college timing from 6 hours to 8 hours.

A – Teachers B – Students X – Policy or issue

If both students and teachers are satisfied with this policy then the communication maintains its equilibrium status between them. Otherwise the flow of communication between A and B becomes trouble in the social system. If "A" or "B" is not ready to accept the policy then it will directly affect the social system and can't maintain the equilibrium status. So Teachers "A" can convince students "B" as much as possible. Otherwise they have to make some adjustments in the Policy "X" and convince them towards the policy.

Newcomb's essence of life was his ABX model. He was the first who focused the communication cycle instead of discussing message or MCR just like Lasswell.

Summary

Newcomb's Model of Communication

Theodore Newcomb (1953) emphasizes communication from the social psychology view point. This model is also known as ABX model. According to this model, someone (A) sending information to the other (B) about something (X) by assuming that A's orientation to B and to X depends on each other. The three of them are a system containing four round orientation.

- i. A to X orientation
- ii. A to B orientation
- iii. B to X orientation
- iv. B to A orientation

In this model, communication is a normal and effective way, which makes people orient

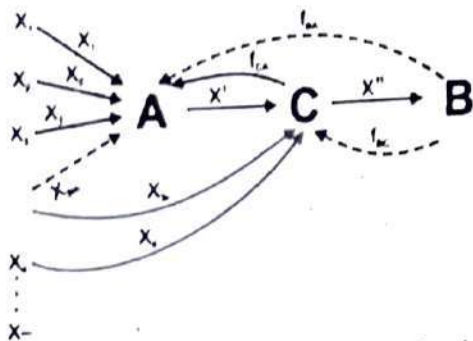
themselves according to their environment. It is an intentional communication act model of two persons.

Westley & MacLean's Model (1957)

Westley and MacLean's Model of Communication was suggested by Bruce Westley (1913-1990) and Malcolm S. MacLean Jr. (1913-2001) in 1957. This model was an adaptation from Newcomb's model of communication, which talked about co-orientation for simultaneous orientation in a two way communication. It also consisted of some concepts from Lewin's model. Unlike Dance's Helical Model of Communication, the model says that communication does not begin when one person starts speaking, but it does when a person responds to something from his/her surroundings. The person must first receive message from the environment and then, he/she responds according to his/her object of orientation.

The Westley and MacLean's model can be applied in two contexts: *Interpersonal and mass communication*, the point of difference being the *feedback*. Feedback is direct and fast in interpersonal communication and indirect and slow in mass communication. The model also differentiates message as *purposive and non-purposive*.

The model that was released by these two was a simple illustration of arrows and concepts that made up a communication model to show how events affect the audiences through advocating and its overall outcome. The model has been used below to show how the thought process was seen in 1957.



Components of Westley and MacLean's Model of Communication

The major components in the communication process for the model are

- **Source (A)** - Source is the message creator and sender.
- **Environment (X)** - Environment is the physical and psychological situation where the message is being created and sent.
- **Sensory experience (X1...)** - Sensory experience is the first thing that the source sees by which the source gets the idea for the formation of the message.
- **Objects of Orientation (X1, X2...)** - Objects of orientation is the person's social and cultural reality that has formed from his/her past experiences and teachings.
- **Message Interpretation or Coding (X')** - Message is interpreted with the objects of orientation of the receiver of the message.

- **Receiver (B)** - The person who gets the message sent by the source and the person who interprets according to his/her objects of orientation.
- **Object of Orientation of Receiver (X, b)** - The views and ideas of the receiver or his/her social reality is his/her object of orientation. That is how the receiver interprets the message.
- **Feedback (f)** - The receiver forms another message after interpreting the message and sends it back to the sender. It is known as feedback.
- **Gatekeeper (C)** - Gatekeepers are found in mass communication. The gatekeeper is the editor who filters the message as per the needs of the audience and media institution.
- **Opinion Leader** - Opinion leaders are well known and recognized people who can influence public opinions.

This theory can be work under two contexts, they are *Interpersonal and Mass communication*.

I, X2, X3 and X4...—are news articles or information, Feedback (f), Clients (A), Reader or Audience (B) and Gate Keeper (c)

Concepts of Westley and MacLean's Model of Communication

The process of communication in Westley and MacLean's model of communication starts when the source creates a message from his/her environment. The communicator acts and creates the message as a response to the *sensory experience* with his/her own *objects of orientation*. Then, the response is *coded* after interpreting the environmental response. The coded message is *transmitted* to a second respondent who interprets the message differently according to his/her *objects of orientation* and provide *feedback* to the sender.

Gatekeeper and *opinion leader* are the parts of communication process in mass communication. They are the editors, proofreaders, etc. who choose which message should be published and what effect will it have on the audience. Filter of the message is dependent on many factors.

Gatekeeping is done in these levels:

1. Individual level: A person's gender, sexual orientation, culture, likes, dislikes, etc.
2. Routine practice level: Pre-established set of rules and practices for a particular type of work to be done
3. Communication organizations: The policies of the organization that is publishing the work
4. Social institutions: The social systems by which the message is formed
5. Societies: Societal values and belief systems, rules and norms, etc.

Example

Advertisement given through Television

A Television will receive many advertisements from their clients.

In this case, Television will broadcast the selected advertisement due to the time constraints.

Then, viewers can directly respond to the client or they can respond to the television which broadcast in the television.

If viewer responded to television, it will communicate the feedback to client/agency X1, X2 and X3—are advertisement, Feedback (f), agency (A), Reader (B) and television/media (*Gate Keeper*)

Advantages of Westley and MacLean's Model of Communication

- There is the concept of feedback.

- As the message comes from the environment, sensory field improves the message formation.
- Social and other factors are included in objects of orientation.
- The model can be applied to interpersonal, group communication as well as mass communication.
- The model is very descriptive.

Disadvantages of Westley and MacLean's Model of Communication

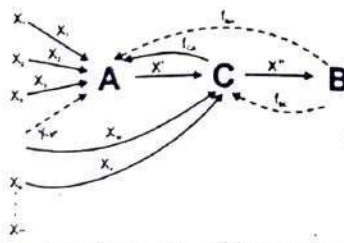
- There are many variables even for simple communication which makes the model very complicated.
- The model is only two-dimensional and does not explain communication which involves multiple messages and complicated messages.
- The information can get modified while sending it from the sender to the receiver as there can be noise. The model does not account for noise in communication.

Summary

Westley & MacLean's Model (1957)

In 1957 the Newcomb's model of communication was prolonged and a new model came into existence. Maclean's model first introduced 'O' as gatekeeper between sender (A) and receiver (B), as developed by Lewin. The Linear feedback is an important component which was being introduced for the first time in a model of communication process. Westley and MacLean apprehended that communication does not begin when one person starts to talk, but rather when a person responds selectively to his immediate physical surroundings.

We can get a real example based on this model within our society. 'A' can be considered as reporter who receives information from many sources which may be considered as X_1, X_2, X_3 and so on. Based on the information received and his perception, 'A' prepares a story for a newspaper and sends it to the editor 'C', who edits the story and plays the role of gate keeping. 'C' decides what to publish or what not to, what to send or what not to for the readers / audience 'B'. This means 'C' is interposed between the sender and the audience. 'O' can also get information from source and edit the matter to send to 'B'. On the other hand the audience can give feedback to the editor in the form of letters to the editor. 'B' can respond to A directly also.



Strengths

- Accounts for Feedback or reaction
- Accounts for a sensory field or, in Newcomb's (1953) words, "objects of co-orientation."
- Accounts for non-binary communications - more than just two people interacting directly.
- Accounts for different modes. For e.g. interpersonal vs. mass mediated communication.

Weakness

Westley and MacLean's model accounts for many more variables in the typical

communication interaction. It is, however, two-dimensional and cannot account for the multiple dimensions of the typical communication event involving a broad context and multiple messages.

Gerbner's General Communication Model (1956)

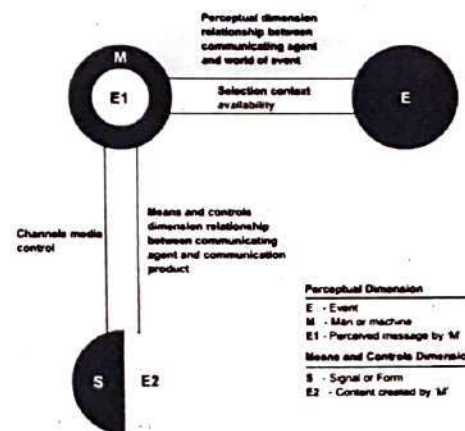
Gerbner's General Model emphasizes the dynamic nature of human communication. It also, common with other models, such as, say, David Berlo's S-M-C-R model, gives prominence to the factors which may affect fidelity.

Mr. George Gerbner is one of the pioneers in the field of communication research. His works are descriptive as well as very easy to understand any other before. He is working as a professor and head of the Annenberg School of Communications in the University of Pennsylvania. In 1956, Gerbner attempted the general purpose of communication models. He stressed the dynamic nature of communication in his work and also the factor which affecting the reliability of communication.

Understanding the Model

- The event (E) is perceived by M (the man (sic) or machine).
- The process of perception is not simply a matter of 'taking a picture' of event E. It is a process of active interpretation.
- The way that the E is perceived will be determined by a variety of factors, such as the assumptions, attitudes, point of view, experience of M.
- E can be a person talking, sending a letter, telephoning, or otherwise communicating with M. In other words, E could be what we conventionally call the Source or Transmitter.
- Equally, E can be an event - a car crash, rain, waves crashing on a beach, a natural disaster etc. In this case, we could be applying the model to mass media communication, say the reporting of news.

Gerbner's General Model



Example:

In case of news reporting, E can be any event that has happened and the reporter (M) selects a particular part of event (E1) that may be provide his channel higher TRP ratings or the news may boost the particular party which his channel supports. This SE2 is sent through a medium to the mass audience. Then the audience distributed the message (SE2) and he (M1) sends to his friends with his interpretation and the process continues.

The model is a useful starting-point for the analysis of wide variety of communication acts. Note that the model, besides drawing our attention to those factors within E which will determine perception or interpretation of E, also draws our attention to three important factors:

1. **Selection:** M, the perceiver of the event E (or receiver of the message, if you prefer) selects from the event, paying more attention to this aspect and less to that. This process of selecting, filtering is commonly known as gate keeping, particularly in discussion of the media's selection and discarding of events or aspects of them.
2. **Context:** a factor often omitted from communication models, but a vitally important factor. The sound represented by the spelling 'hair' means an animal in one context, something that's not supposed to be in your soup in another. Shouting, ranting and raving means this man's very angry in one context, raving loony in another.
3. **Availability:** how many Es are there around? What difference does availability make? If there are fewer Es around, we are likely to pay more attention to the ones there are. They are likely to be perceived by us as more 'meaningful'. What sort of Es are there - for example, in the UK's mainly Conservative press, how many non-Conservative messages are available to us?

In his original article, Gerbner demonstrates how his model can be used for several purposes. It may, for example, be built to describe mixed human and mechanical communication. It is also used to distinguish between different areas of research and theory building, just as Lasswell used his formula. Gerbner (1964) drew on his own model to illustrate and explain the main procedures of content analysis.

The flexible character of this model makes it useful on different levels. On the individual-to-individual level it may, for example, be useful to illustrate communicative and perceptual problems in the psychology of witnessing before a court: How adequate is the perception of witness M of event E, and how well is E expressed in SE, and to what degree does the perception SE* of judge M² correspond to SE?

On a societal level, let E be potential news or just reality, let M stand for mass media, SE for media content and M² for media audience. We then have a model that gives us the possibility of asking questions such as 'How good is the correspondence between reality and the stories (between E and SE) about reality given by the media (M)' and 'how well media is content (SE) understood by the media audience (M²)?' (cf. Gerbner 1964).

Basic Models in Mass Communication Competitive Chart

Model	Comment
Lasswell Model (1948)	<ul style="list-style-type: none"> ▪ Useful but too simple. ▪ It assumes the communicator wishes to influence the receiver and therefore sees communication as a persuasive process. ▪ It assumes that messages always have effects. ▪ It exaggerates the effects of mass communication.

	<ul style="list-style-type: none"> ▪ It omits feedback. ▪ On the other hand, it was devised in an era of political propaganda ▪ It remains a useful INTRODUCTORY model ▪ Braddock (1958) modified it to include circumstances, purpose and effect
Shannon & Weaver (1949)	<ul style="list-style-type: none"> ▪ Highly influential and sometimes described as "the most important" model (Johnson and Klare) ▪ Communication is presented as a linear, one-way process ▪ Osgood and Schramm developed it into a more circular model ▪ Shannon and Weaver make a distinction between source and transmitter, and receiver and destination - ie there are two functions at the transmitting end and two at the receiving end ▪ Criticized for suggesting a definite start and finish to the communication process, which in fact is often endless
Osgood-Schramm model of communication (1953)	<ul style="list-style-type: none"> ▪ Dynamic model- Shows how a situation can change ▪ It shows why redundancy is an essential part ▪ There is no separate sender and receiver, sender and receiver is the same person ▪ Assume communication to be circular in nature ▪ Feedback - central feature. ▪ This model does not talk about semantic noise and it assume the moment of encoding and decoding.
Wilbur Schramm's Model in (1954)	<ul style="list-style-type: none"> ▪ Circular communication gives opportunity to both parties to give their opinion. ▪ As it is dynamic and ever changing model, it is helpful in general practice. ▪ Sender and receiver interchanges and both are equally active. ▪ Semantic noise included as a concept helps in understanding problems that can occur during interpretation of message. ▪ Feedback makes it easier to know if the message is interpreted by the receiver as intended or not. ▪ Concept of interpretation makes the communication effective. ▪ Field of experience (psychological effect) helps to understand the communication process in many other ways than the traditional ones. ▪ Concept of context makes the environmental factor be included in interpretation of message and brings change in the message value. ▪ This model cannot deal with multiple levels of communication and complex communication processes. ▪ There can only be two sources communicating, many sources complicates the process and the model cannot be implemented. ▪ Message sent and received might be interpreted differently than intended.

Newcomb's Symmetry Theory (1953)	<ul style="list-style-type: none"> ▪ This model assumes that people need information in democracy ▪ Information is regarded as a right but it is not always realized that information is not only a right but also a necessity ▪ Without it we cannot feel as a part of the democratic society. ▪ In a democracy people need adequate information about their social environment so that they can identify their problems and share them with peer groups.
Westley & MacLean (1957)	<ul style="list-style-type: none"> ▪ Another influential model ▪ The authors were keen to create a model which showed the complexities of mass communication - hence the emphasis on having to interpret a mass of Xs (<i>events which are communicated in the media</i>) ▪ It oversimplifies the relationships between participants by not showing power relations between participants ▪ It makes the media process seem more integrated than it may actually be ▪ It doesn't show the way different media may have different interests of the state (<i>eg difference between a state broadcaster and private one</i>)
Gerbner (1956)	<ul style="list-style-type: none"> ▪ Special feature of this model is that it can be given different shapes depending on the situation it describes ▪ There is a verbal as well as visual formula (<i>like Lasswell</i>): <ol style="list-style-type: none"> 1. someone 2. perceives an event 3. and reacts 4. in a situation 5. through some means 6. to make available materials 7. in some form 8. and context 9. conveying content 10. with some consequence ▪ The flexible nature of the model makes it useful. ▪ It also allows an emphasis on perception ▪ It could explain, for example, the perceptual problems of a witness in court and, in the media, a model which helps us to explore the connection between reality and the stories given on the news

Communication models are designed to better explain communication theories and concepts. Models are communication tools that illustrate communication behaviour. They range from the very simple to the very complex. The underlying ideas represented by these models are not anything new or hard to understand. They are simply the common sense realities of communication revealed in a diagram (Black, Bryant & Thompson 1998:22)

Chapter

2

Mass Communication Theories

"Communication without a specific focus is just noise. It achieves little beyond taking time and energy."

— David Amerland

Why Study Theories?

Theories help to manage realities. Kurt Lewin says that theories enable us to put facts in perspective, and to predict what will happen, even before the events we are theorizing about get completed. According to Kaplan, a theory enables us to make sense out of a disturbing situation. e.g., Detectives (Police) always formulate a theory to unravel a case, say murder case. We also study theories in order to derive intellectual satisfaction

Introduction:

Theory is a conceptual representation or explanation of phenomenon. They are stories about how and why events occur. Kurt Lewin defines theory as a way of explaining the ordering and occurrence of various events. It can also be defined as a set of systematic generalizations based on scientific observation and leading to further empirical observation.

(Severin and Tankard (Jnr.) 1982)

Characteristics of Theory

These are some of the characteristics of theory and they could also be seen as criteria for a good theory.

Scientific Criteria

1. **Intellectual Rigour:** - Every theory is a product of careful analysis and giving great attention to details. This process ensures that they are testable, verifiable or systematic.
2. **Dynamism:** - Theories are subject to change; they are seldom constant because they can be modified or completely repudiated when new facts emerge.
3. **Predictive power:** Theories enable us to make predictions but those predictions are rarely ever realized with exactitude. Theory is step behind reality.
4. **Economy:** A good theory explains many cases with a few statements and with few exceptions, if any.
5. **Explanatory Power:** ability of a theory to be used to explain a puzzling phenomenon
6. **Internal Consistency:** There should be no contradiction in the process. The processes involved should agree with one another.

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7. **Heuristic Potential:** Should help to see a new thing or new things; or should be useful for solving problems.
8. **Practical Utility.** Theories have usefulness to reality. They can be used to solve real life problems and issues

Aesthetic/Humanistic Criteria

1. **Fresh (New)** understanding of the human condition.
2. **Societal value-** capacity to stimulate or generate change/clarification of values.
3. **Aesthetic appeal-** capacity to capture our interest/imagination or pique our curiosity.
4. **Community agreement-** acceptance and support by a "community" of (like-minded) scholars.
5. **Capacity for social reforms.** Ability to carry out useful reforms and changes in the society. The changes are mostly socio-economic in nature.

Normative Theory

This is a type of theory that describes an ideal way for media systems to be structured and operated. Normative theories do not describe things as they are nor do they provide scientific explanations; instead, they describe the way things shall be if some ideal values or principles are to be realized. They help to explain the way in which social communication rules impinge on mass media structures, conventions and performance, and highlight the consequences of non-convergence between societal communication principles and mass communication principles.

Normative Theories of the Press

Q: What are normative theories of the press? Discuss criticism on these theories and also discuss their implication in Pakistani society. (CSS-2019)

Normative theories of communication are a group of four press theories proposed by Fred Siebert, Theodore Peterson and Wilbur Schramm together in their book called "Four Theories of the Press".

(1) *the Authoritarian theory*, which developed in the late Renaissance and was based on the idea that truth is the product of a few wise men; (2) *the Libertarian theory*, which arose from the works of men like Milton, Locke, Mill, and Jefferson and avowed that the search for truth is one of man's natural rights; (3) *the Social Responsibility theory* of the modern day: equal radio and television time for political candidates, the obligations of the newspaper in a one-paper town, etc.; (4) *the Soviet Communist theory*, an expanded and more positive version of the old Authoritarian theory.

- **Fred S. Siebert** is Director of the School of Journalism and Communications at the University of Illinois. **Theodore Peterson** was Associate Professor of Journalism and Communications at the University of Illinois. **Wilbur Schramm**, former Dean of the Communications Division of the University of Illinois, was Professor of Journalism and Communications at Stanford University.

Background

During the latter years of the nineteenth (19th) century, the media, which was mainly newspapers, competed with each other to increase circulation and readership. In order to achieve

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these goals (to increase circulation and readership), some media houses resulted to publishing defamatory and sensational stories. This style of journalism was termed Yellow Journalism ("Newspaper," 2006). However, not all media houses were content with these developments. In the twentieth century, a group of journalists embarked on a crusade to "clean" the media.

Some sort of theory was needed to guide this task of media reform. This theory should answer questions such as these:

1. Should media do something more than merely distribute whatever content will earn them the greatest profits in the shortest time?
2. Are there some essential public services that media should provide even if no immediate profits can be earned?
3. Should media become involved in identifying and solving social problems?
4. Is it necessary or advisable that media serve as watchdogs and protect consumers against business fraud and corrupt bureaucrats?
5. What should we expect media to do for us in times of crisis?

These broad questions about the role of media are linked to issues concerning the day-to-day operation of media. How should media management and production jobs be structured? What moral and ethical standards should guide media professionals? Exactly what constitutes being a journalist? Are there any circumstances when it is appropriate or even necessary to invade people's privacy or risk ruining their reputations? If someone threatens to commit suicide in front of a television camera, what should a reporter do—get it on tape or try to stop it? Should a newspaper print a story about unethical business practices even if the company involved is one of its biggest advertisers? Should television networks broadcast a highly rated program even if it routinely contains high levels of violence?

Answers to questions like these are found in normative theory—a type of theory that describes an ideal way for a media system to be structured and operated. Normative theories are different from most of the theories. They don't describe things as they are, nor do they provide scientific explanations or predictions. Instead, they describe the way things *should be* if some ideal values or principles are to be realized. Normative theories come from many sources. Sometimes media practitioners themselves develop them. Sometimes social critics or academics do. Most normative theories develop over time and contain elements drawn from previous theories. This is especially true of the normative theory that currently guides mass media in the United States: It is a synthesis of ideas developed over the past three centuries.

Normative theory as defined by Baron & Davis (2003) is "a type of theory that describe an ideal way for a media system to be structured and operated." Thus to say, Normative theories do not describe things as "they are" but rather how they "should be." This write up take a critical look at the four main theories of the press: the *Authoritarian*, *Libertarian*, *Social Responsibility* and *Soviet* Theories.

Authoritarian Theory

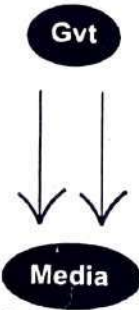
This theory stemmed from the authoritarian philosophy of Plato (407 - 327 B.C.) who thought that the State was safe only in the hands of a few wise men. Thomas Hobbes (1588 - 1679), a British academician, argued that the power to maintain order was sovereign and individual objections were to be ignored. Engel, a German thinker further reinforced the theory by stating that freedom came into its supreme right only under Authoritarianism.

This is the oldest of the press theories. It is an idea that placed all forms of communication under the control of a governing elite or authorities. Authorities justified their control as a means to protect and preserve a divinely ordained social order. It actually began in 16th century Europe-a period when feudal aristocracies exercised arbitrary power over the lives of most people. It derived from State's philosophy of absolutism, in which recognition of truth was entrusted to only a small number of 'sages' who are able to exercise leadership in a top-down approach.

It advocates the complete domination of media by a government for the purpose of forcing the media to serve the government; and the media were forbidden to criticize the government or its functionaries. The media in an authoritarian system are not allowed to print or broadcast anything which could undermine the established authority, and any offense to the existing political values is avoided. The authoritarian government may go to the extent of punishing anyone who questions the state's ideology.

The fundamental assumption of the authoritarian system is that the government is infallible. Media professionals are therefore not allowed to have any independence within the media organization. Also foreign media are subordinate to the established authority, in that all imported media products are controlled by the state. Authoritarian media still operate today in countries where the press is largely owned or controlled by government (mostly repressive government).

The instruments of authoritarian control include, repressive legislation and decrees, heavy taxation, direct or subtle control of staffing and of essential production inputs like newsprints, prior censorship and suspension of production. The relationship between the state and the media in an authoritarian system can be illustrated as such:



Govt means Government

Criticism

1. The governing elites control the media hence their ideas supersede all others.
2. The watchdog role of the media did not exist.
3. Press Freedom is a right vested in the state.

Summary: Authoritarian

Authoritarian doctrine has determined the mass communication pattern for more people over a longer period of time than any other theory.

What Fred S. Siebert said?

For almost two hundred years after the spread of printing in the western world, the authoritarian theory furnished the exclusive basis for determining the function and relationship of the popular press to contemporary society.

... in fact practically all western Europe... utilized the basic principles of authoritarianism as the theoretical foundation for their systems of press control.

Page 9, *Four Theories of the Press*

Who owns the media in an authoritarian system?

Ownership of printing remains mostly in private hands, but broadcasting and cinema usually remain in the hands of government.

The form of control the government exercises over media in authoritarian countries is the same as the control it has over the people who live there. The concepts are inseparable. That is, one follows the other.

History provides us with many examples. Two stand out:

1. Germany under Hitler
2. Italy under Mussolini.

Along with everything else he did, Hitler introduced propaganda.

What is that?

It's shading the news and information to fit a preconceived conclusion on what the information should mean and on how people should interpret it.

From *Mein Kampf* (my struggle):

"All propaganda should be popular and should adapt its intellectual level to the receptive ability of the least intellectual of those whom it is desired to address."

This was one of the ways Hitler was able to control the people.

See page 16, *Four Theories of the Press*.

Examples abound of countries that are authoritarian and of countries where the governments limit freedoms "especially press freedoms.

Among the purely authoritarian governments are Syria, Belarus, Uzbekistan and to a certain extent Zimbabwe.

Other countries have only recently emerged or are emerging -- from long periods of authoritarian control.

Historically that list would include South Africa, the Philippines and South Korea.

Myanmar, formerly known as Burma, quashed the pro-democracy movement and detained its leader, Aung San Suu Ky. But, recently, under new leadership, Myanmar has shown some signs of loosening its control.

The New Concern: Islamic Rule

This is to be seen in Iran (where they ousted the Shah and established an Islamic state) under Ayatollah Khomeini.

Another good example was Afghanistan when the Taliban was in control. The best example of the control exercised by the Taliban was the way they controlled every aspect of the lives of women.

Another case in point: Salman Rushdie.

A fatwa was issued against Rushdie after the publication of his novel, *The Satanic Verses*. The then leader of the Islamic Republic in Iran, Ayatollah Khomeini, believed the book to be blasphemous. *The Satanic Verses* is still banned in many Muslim countries.

Libertarian Theory (Free Press Theory)

This theory arose in opposition to Authoritarianism. The proponents of libertarianism were of the view that the "laissez-faire" doctrine should be applied to the mass media. Thus the media's idea should be "traded" freely among people – the correct or best idea will prevail (Baron & Davis, 2003).

Two different perspectives are used in examining the libertarian theory. The first one is the marketplace of ideas. 17th century's thinker John Milton argues that human beings can be expected to choose the best ideas and values at all times. It is based on this assumption that the marketplace of ideas came into being (Siebert, 1999).

The second perspective looks at the media as the "Fourth Estate of the Realm." By this, the media as an agency has a duty towards society. The media must serve as the watchdog of society to ensure that people who are put in authority give good account of their actions and inactions. Also, the media must serve as gatekeepers to ensure that stories published have positive impact on society.

On a whole, the libertarian system permits "attacks" on political policies and resists all forms of restrictions imposed on the media. Moreover, journalists have autonomy over the media organizations. It is difficult to find a libertarian system in place these days, however, the media in the United States is closer to this.

Libertarian theory is based on the fundamental right of an individual to freedom of expression, which is regarded as the main legitimating principle for print media in liberal democracies. In its simple form, it prescribes that an individual should be free to publish what he or she likes, it is thus extension of other rights to hold opinions freely, to express them, to assemble and organize with others. The free press theory needs no elaboration as is evident from the first amendment to the American constitution, which states that 'congress shall make no law...abridging the freedom of speech or of the press, it is thus simply an absolute right of the citizen'.

Advocates of this theory were Lao Tzu, an early 16th century philosopher, John Locke of Great Britain in the 17th century, John Milton, the epic poet ("Aeropagitica") and John Stuart Mill, an essayist ("On Liberty"). Milton in *Aeropagitica* in 1644, referred to a self-righting process if free expression is permitted "let truth and falsehood grapple." In 1789, the French, in their Declaration of the Rights of Man, wrote "Every citizen may speak, write and publish freely." Out of such doctrines came the idea of a "free marketplace of ideas." George Orwell defined libertarianism as "allowing people to say things you do not want to hear". Libertarians argued that the press should be seen as the *Fourth Estate* reflecting public opinion.

Criticism

1. It ignores the problems posed by conflicting freedoms (free press versus personal privacy).
2. It puts too much trust in the private media.
3. It unconsciously likens media content to more tangible consumer products.

Social Responsibility Theory

"Freedom of expression under the social responsibility theory is not an absolute right, as under pure libertarian theory. One's right to free expression must be balanced against the private rights of others and against vital society interest.

- Siebert, Peterson, and Schramm

Our basic belief that the media ought to be free on one hand and our desire to create a humane society where everyone can live peacefully on the other hand led to the emergence of the social responsibility theory. The social responsibility theory emphasizes the need for an independent press that observes other social institutions and provides objective and accurate news report. The media's obligations under the social responsibility theory are expressed in the words "in formativeness, truth, accuracy, objectivity, and balance" (Skjerdal, 1993). According to Siebert "the goal of the social responsibility system is that media as a whole is pluralized, indicating 'a reflection of the diversity of society as well as access to various points of view'" (ibid.). Under this system, the journalist is accountable to his audience as well as to the government.

Social Responsibility Theory

A normative theory that substitutes media industry and public responsibility for total media freedom on the one hand and for external control on the other

Most media systems the worlds over today come close to the social responsibility theory.

The social responsibility theory is an extension of the libertarian theory in that the press recognizes that it has a responsibility to society to carry out its essential functions. The social responsibility theory ascribes basically the same six functions to the press as the libertarian theory:

1. Providing information, discussion, and debate on public affairs
2. Instructing and informing the public to make it capable of self-government
3. Protecting the rights of the individual against the government through its watchdog function
4. Maintaining the economic equilibrium of the system by bringing together buyer, seller, and advertiser
5. Providing entertainment
6. Remaining independent of outside pressures by maintaining its own economic self-sufficiency.

The basic principles of the social responsibility theory uphold conflict resolution through discussion; there is high regard for public opinion, consumer action, and professional ethics and jealous guard over private rights and important social interests. This theory emerged in the United States in the twentieth century, and it is evidenced today in the Anglo-American nations.

The social responsibility theory is based on the assumption that media serve essential functions in society. Therefore, it should accept and fulfill certain obligations to the society. These obligations are to be met by setting high professional standards in communication of

information, truth, accuracy, objectivity and balance. In accepting and discharging these obligations, the media should be self-regulatory within the framework of law and established institutions. In the public interest, the media should underplay that news which might lead to crime, violence, and social tension or cause offence to ethnic or religious minorities. The media should be pluralist, should reflect the diversity of their society and allow access to various points of view, including the right to reply.

Social Responsibility Theory Basic Principles, summarized by McQuail (1987)

- To serve the political system by making information, discussion and consideration of public affairs generally accessible.
- To inform the public to enable it to take self-determined action.
- To protect the rights of the individual by acting as watchdog over the government.
- To serve the economic system; for instance by bringing together buyers and sellers through the medium of advertising.
- To provide "good" entertainment, whatever "good" may mean in the culture at any point in time.
- To preserve financial autonomy in order not to become dependent on special interests and influences.

Major Features of Social Responsibility Theory

- **Private press ownership:** Press is supposed to be owned privately. The government does not own the press. The private owners should publish within the ethical guidelines and in a responsible way.
- **Helps democracy prosper:** Media helps in maintaining democracy and does not encourage authoritarianism or communism.
- **Media as a democratic institution:** Media is not a part of the government and it must work on its own. It has the freedom to do anything they want, just not work out of the ethical standards.
- **Public participation:** Public must get to participate through comments, response, write and get involved in all aspects of media's work.
- **Emphasis on social responsibility:** The media must be responsible towards the society.
- **Self-regulation in media:** The media must have some boundaries within itself to be ethical. The regulations are to be followed by all the media professionals involved in the particular institution.
- **Code of ethics:** All the media institutions must have a written or unwritten code of ethics which should be the standard followed by all.
- **Professional standards:** The quality of the publishing should be maintained, false interpretation of any information should be avoided.
- **Media role of criticizing government:** Media is allowed to criticize the government roles, works and policies. It is done to help the government get better.
- **Helping eradicate social problems:** Media must speak against and aware people about social problems as it is media's responsibility to work for the betterment of the society.

- **Pluralistic media (including ideas and people from different groups):** Media must write the views of different groups of people and not only about a single group. It must never be biased.
- **Social benefit:** Media must work for the society and only do the things that are beneficial to the society. It should not write about the things that are ambiguous or contradictory as those message might cause conflict in the society.

Examples of Social Responsibility Theory

Reports of health news in the media can be taken as media acting socially responsible. The media gives information and awareness on health problems. It also provides awareness on some basic health problems like diarrhea and how to cure them. The media gives information about epidemics and health hazards. Here, acting responsibly is by not spreading wrong news and panic. There have been instances of mass panic among the people because of some misunderstood news on health published by various media. Also, advertisements of harmful substances like cigarettes and alcohol are considered to be wrong according to the social responsibility theory.

Reporting on the performance of government institutions and unveil tyranny and corruption by the media is also an example of socially responsible media as Media acts like a critic of the government. But, there are times when the media has severely damaged the reputation of some politicians and political parties through irresponsible journalism, leading to major conflicts in the society.

Advantages of Social Responsibility Theory

- It helps in avoiding conflicts during wars and conflicts.
- It accepts public opinion and works for the citizens.
- Press and media houses do not have monopoly as rules and ethics guide them.
- The media publishes truth due to regulatory activities and their moral their obligation to do so.
- Yellow journalism decreases as media can be questioned by the law and public.
- There is pluralism and diversification on news and people involved.
- The voiceless and marginalized people are able to raise their voice.

Disadvantages Social Responsibility Theory

- Ethics are always vague, ambiguous and differs from case to case.
- It is difficult to determine who sets clear principles and standards.
- Social responsibility and ethics are morally obligatory things. Any form of legal limitations should not be imposed if media is just working in the principle of responsibility. Laws are authoritative and not democratic concepts.

Criticism

1. It's over optimistic about media willingness to meet responsibility.
2. It underrates the power of profit motivation and competition.
3. It's over confident about individual responsibility

The Soviet Theory

The Soviet theory as the name suggests is closely tied to the Union of Soviet Socialist that came into being after the Russian Revolution of 1917 based on the postulates of Marx and Engels (Colton, 2007). The media under this system was not privately owned. It was to serve the interests of the working class.

Glavlit, the official censorship organ of the Soviet Union, was decentralized to ensure total control of information (Berlin, 2007). The Soviet theory though similar to the authoritarian in terms of government – media relationship, displays much freedom in relation to messages content. Thus, the media is self-regulatory in regard to its message content.

Currently, the clearest example of the Soviet media theory is how the media functions in China, where TV, radio, and newspapers are controlled by the communist government. While the soviet-communist theory seeks to use the media to support development and change towards the attainment of the communist stage, the authoritarian seeks to use the media to maintain the status quo. But they are similar in subjecting the media to direct state control. Every issue in Soviet communist must be seen and interpreted in favour of the communist party. The four working principles of soviet press are

- 1) Truthfulness.
- 2) Partiality.
- 3) Commitment to the people.
- 4) Mass culture.

Libertarian and Social Responsibility theories assign economic function to the press while the Soviet press removes the profit motive since it is an arm of government and financed by government. Libertarian and Social Responsibility theories expect the media to raise social conflict to the level of discussion but Soviet theory forbade organization of press structure along the lines of political conflicts since social societies aspired to become "classless societies".

An illustration of the Soviet system would appear to be the same as the authoritarian model, in that both theories acknowledge the government as superior to the media institutions. However, there is a major difference between the two theories that needs to be clarified: The mass media in the Soviet model are expected to be self-regulatory with regard to the content of their messages. Also, the Soviet theory differs from the authoritarian theory in that the media organizations have a certain responsibility to meet the wishes of their audience. Still, the underlying standard is to provide a complete and objective view of the world according to Marxist-Leninist principles

Criticism

1. Media contents are censor.

Summary: The Soviet-Communist Theory

It is related to the authoritarian theory.

The main difference is that under the Soviet-Communist system, the state owns or in some way controls all forms of mass media directly. Therefore, the authority for all mass communications is in the hands of a small group of party leaders.



At least that's the way it had been from 1918 until recently.

How it worked/works:

1. They play down everything bad under communism while
2. And play up everything bad in democratic countries.

For example, the Soviet media didn't emphasize accidents like train wrecks and boat sinking or natural disasters. Why? Because it made the government look bad.

At the same time the media in the Soviet Union played up the bad news in democratic countries -- especially the United States. That made democracies look like they weren't working.

A great example of this theory is the disdain communists tend to have for democracy. Here's a good example from Fidel Castro. In a speech in 1991, Castro referred to democracy as "complete garbage."

The Great Change in Russia

The great change came after Mikhail Gorbachev came to power in 1985 and started on a plan that was to eventually cause the Soviet Union to be no more.

Two concepts introduced by Gorbachev:

Perestroika: restructuring of society and the economy

Glasnost: openness

Changes then occurred at a dizzying pace:

November 9, 1989 -- the Berlin Wall fell.

December 25, 1991 -- Gorbachev resigned, meaning the end to the Soviet Union.

While Gorbachev was still in power, he changed the way the state broadcast monopoly worked and gave greater authority to local governments and professionals.

Also while Gorbachev was still in power, the Soviets admitted:

That the effects of the Chernobyl accident in 1986 were much worse than had been admitted at the time. And,

That the Soviets (not the Germans) were responsible for the 1940 massacre of 15,000 Polish Army officers in 1940 (during World War II).

Immediately we must add that Russia and most of the former Soviet republics have had a difficult time making it in the transition from communism to democracy. And some of the reforms have not lasted.

In Russia, crime is rampant. A strong mob element that had existed under communism that simply took over areas of the economy. And the government has exercised more and more control over the media.

Soviet/Communism Today

The countries that follow the communist line are dwindling. Still, many are left. Each exists in its own unique situation.

Among the examples are:

North Korea, China, Cuba and Vietnam

Additions to Normative Theories of the Press

McQuail is another theorist who added two more theories to the four normative theories. One is Democratic-Participant Media Theory and the other is developmental media (development communication) theory. The first one talks about participation of audience in media. The second talks about media as a tool for development in local level.

Normative theories are based on different types of government systems. So, which one is good cannot be measured by it. Media is important for states to survive and can be used in any way the government wants it to.

There are other theories that have emerged after the normative theories to better their aspects. Some of them are: Western concept (including both Libertarianism and Social Responsibility), Development Concept Theory, Revolutionary Concept Theory, Transitional Media Approach, etc.

Spiral of Silence Theory

The Spiral of Silence A Theory of Public Opinion
– Elisabeth Noelle-Neumann.

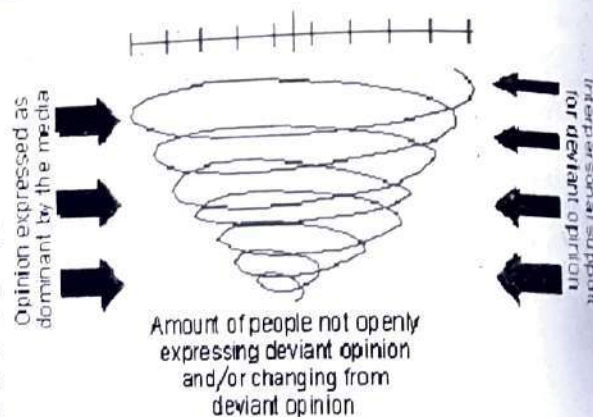
Q: Elisabeth Noelle-Neumann propounded the spiral of Silence Theory in 1974 while examining public opinion as a form of social control, which later emerged as a milestone in public opinion formation research. Discuss it in detail by drawing model of the theory (CSS-2018)

Spiral of Silence: Definition

- Theory created by Elisabeth Noelle-Neumann (1974)
- Opinions of the majority become the opinions of all
- "Public opinion is the dominant opinion which compels compliance of attitude and behavior in that it threatens the dissenting individual with isolation and the politician with loss of support."

History and Orientation

The Spiral of Silence Theory is one of the few theories in communication that focuses on public opinion. Propounded by Elisabeth Noelle-Neumann (1974) introduced the "spiral of silence" as an attempt to explain in part how public opinion is formed. She wondered why the Germans supported wrong political positions that led to national defeat,



Noelle-Neumann's Spiral of Silence

humiliation and ruin in the 1930s-1940s.

Core Assumptions and Statements

The phrase "spiral of silence" actually refers to how people tend to remain silent when they feel that their views are in the minority. The model is based on three premises: 1) people have a "quasi-statistical organ," a sixth-sense if you will, which allows them to know the prevailing public opinion, even without access to polls, 2) people have a fear of isolation and know what behaviors will increase their likelihood of being socially isolated, and 3) people are reticent to express their minority views, primarily out of fear of being isolated.

Spiral of Silence History

- "If public opinion arises from an interaction of individuals with their social environments, we should find at work the processes which Asch and Milgram have confirmed experimentally. To the individual, not isolating himself is more important than his own judgment" -Noelle-Neumann, 1974
- **Understanding Theory – A Look Back**
- Social Psychology impact on Media/Communication Theory
- Asch Experiment (1958)
- Milgram Experiment (1963)

Asch Experiment (1958)

A study of conformity

- Measures how pressure from other people impact perceptions and decision making
- **Results:**
- Overall, subjects conformed on 33% of their responses to blatantly wrong answer
- 75% conformed to majority at least once
- "The tendency to conformity in our society is so strong that reasonably intelligent and well-meaning young people are willing to call white black." –Asch
- **Why did subjects conform?**
- Wanted to be liked by group
- Fear of being wrong
- Belief that the group is more informed than the individual

Milgram Experiment (1963)

- Experiment on Obedience and Authority
- Study conducted at Yale University with subjects aged 20–50 years of age
- Supposedly testing the effects of punishment on learning
- "Shock" participant (confederate) if can't remember word pairs
- How many subjects administered maximum shock (450-volts)?
- 67.5% of participants administered 450-volt shock (3 times)
- 100% of subjects administered at least 300-volt shock
- When other participants (confederates involved)?
- 92.5% administered 450-volt shock

The closer a person believes the opinion held is similar to the prevailing public opinion, the more they are willing to openly disclose that opinion in public. Then, if public sentiment

changes, the person will recognize that the opinion is less in favor and will be less willing to express that opinion publicly. As the perceived distance between public opinion and a person's personal opinion grows, the more unlikely the person is to express their opinion.

Since its introduction by German-born Political Scientist Elizabeth Noelle-Neumann in 1974, the Spiral of Silence theory has become one of the most-researched communication theories that explains public opinion formation in a media environment (McDonald, Glynn, Kim, & Ostman, 2001, p. 139). The Spiral of Silence attempts to explain how media consumption, interaction among key groups, and opinion expression all interact to form opinions in society. Over time, a "spiraling" effect will occur, in which a dominant opinion becomes more visible over one or more minority opinions. When initially proposed by Noelle-Neumann, the theory helped to explain face-to-face interactions in the media that helped to form public opinion (Gearhart & Zhang, 2014, p. 20). However, with the exponential growth of digital media, the theory has recently been applied to digital interactions as well (Ho, Chen, & Sim, 2013, p. 117).

The Four Main Parts of the "Spiral of Silence"

When the theory was first proposed in 1974, Noelle-Neumann sought to explain how one's opinion depends on the opinion of others around them (Glynn & McLeod, 1984, p. 731; Glynn, Hayes, & Shanahan, 1997, pp. 452-453; Kenamer, 1990, p. 390; Neuwirth, Frederick, & Mayo, 2007, p. 450). Specifically, she explained the interplay behind how trends gain public support (Kim, Kim, & Oh, 2014, p. 714). Combining Noelle-Neumann's extensive descriptions of the theory, the Spiral of Silence key tenets can be summarized into four propositions. These propositions are:

1. there is a "quasi-statistical" organ that people use to monitor the prevailing opinion;
2. public opinions trigger a "spiraling" process that reveals the majority opinion;
3. those individuals or groups who voice minority opinions are threatened with social isolation; and
4. future opinion dictates the likelihood of one voicing their opinion in public.

The Mean Spiral of Silence

• There are two paths:

- the silent minority conforms to the loud majority,
- the silent minority becomes the majority

1-The "Quasi-Statistical" organ

The first proposition by Noelle-Neumann posits that each individual has a "quasi-statistical" organ to monitor the prevailing opinion on a given issue (Noelle-Neumann, 1974, pp. 44-45; Noelle-Neumann, 1979, p. 147). Noelle-Neumann (1984) outlined how this sense functions when she wrote, "...to read what are, and what are not, socially acceptable views and behaviors in any given situation" (p. 179). In other words, the easiest way to find the dominant opinion is to find it displayed in public. The "quasi-statistical" sense tells us that social interaction is at the heart of the theory (Taylor, 1982, p. 314). Humans are, for the most part, sensitive to the opinions of others (Lang & Lang, 2012, p. 368). Humans want to be well-liked by their peers and will tend to avoid performing acts that will lead to peer alienation. However, it can be argued that this dominant opinion must be displayed repetitively in the media and in real-life, as there are isolated incidents (such as crimes) that may be displayed in isolated areas with little or no threats of social isolation.

2-Public Opinion and the "Spiraling" Process.

Elizabeth Noelle-Neumann's second proposition examines the role of public opinion and the interplay of popular opinions in the "spiraling" process. Noelle-Neumann (1974) defined public opinion as a method of popularity when she wrote: "... public opinion is the opinion which can be voiced in public without fear of sanctions and upon which action in public can be based" (p. 44). On a larger scale, public opinion can be defined as the sum of private opinions that are voiced without fear of retribution or reprisal (Taylor, 1982, p. 312). Keep in mind that these opinions are *expressed* and does not include the opinions that are not expressed (Nekmat & Gozenbach, 2013, p. 736; Taylor, 1982, p. 316). One of the theory's hallmarks is that it encourages individuals who hold a minority opinion to remain silent.

3-Threat of Isolation

After the spiraling process has finished, the majority opinion appears, compelling people to follow it (Noelle-Neumann, 1979, p. 144). Many researchers have found that an individual will likely express an opinion if it has social support and vice-versa (Glynn & McLeod, 1984, pp. 731-732; Ho, Chen, & Sim, 2013, p. 119; Kenamer, 1990, p. 395; Noelle-Neumann, 1974, p. 44; Scheufele & Moy, 2000, p. 9; Taylor, 1982, p. 311). This obligation to follow the majority opinion has been conceptualized as "social control," thus necessitating the need for self-censorship (Gearhart & Zhang, 2014, p. 19; Malaspina, 2014, p. 7). This may not be the best conceptualization because, going back to the first proposition, public opinion is heavily-influenced by the media. The media, of course, does not tell people what to *think*, but what to *think about*. This is true in democracies, such as the U.S. and Germany.

Spiral of Silence Linking Psychology to Media

- Asch and Milgram experiments show that majority opinion has an impact on individual decision making
- Noelle-Neuman (1974): Individuals' perceptions of the climate of public opinion influence what they say and think
- Mass media shapes perception of public opinion through presentation (framing, agenda setting, gatekeeping)
- "What does not get reported does not exist" Noelle-Neumann

4- The Likelihood of Opinion Expression

The fourth proposition states that the future opinion on an issue dictates the likelihood of an individual exposing their opinion in public (Noelle-Neumann, 1974, p. 45). In general, the prevailing opinion is likely to stand as firm as it will in the future (Gozenbach & Stevenson, 1994, p. 4; Ho, Chen, & Sim, 2013, p. 119; Lang & Lang, 2012, p. 368; Malaspina, 2014, p. 7; Nekmat & Gozenbach, 2013, p. 737). This likely owes to the previous proposition because, when people make a habit of advocating or condemning a particular opinion in public, the surge of onlookers creates intense pressure to maintain the status quo. However, a "hardcore" individual or group may express their opinion anyways and not care about whether their opinion is lambasted by society (Gearhart & Zhang, 2014, p. 20; Glynn & McLeod, 1984, pp. 732-733; Ho, Chen, & Sim, 2013, p. 123). While the "hardcore" variable may suffer from an egocentric bias, there is no denying that they will be less-affected by the Spiral of Silence (Judd & Johnson, 1981, p. 26; McDonald et. al, 2001, p. 140). Lang & Lang (2012) have praised the

"hardcore" because they think strategically in the sense that they accomplish their goals, as opposed to becoming distracted by social opinion (p. 376). The "hardcore" variable is important because it proves that social isolation is *not* a universal fear (Kenamer, 1990, p. 402; Malaspina, 2014, p. 8).

The "Spiral of Silence" in Digital Media

Today's shift into highly-interactive digital media was alluded to by Noelle Neumann during the theory's early years, but never really explored until the mid-1990s (Kim et. al, 2014, p. 731; Noelle-Neumann, 1974, p. 50). In today's media environment, not only are media consumers bombarded with news media, but they can also create their own news media as well. Digital media is extremely popular—in 2012, 65% of all internet users and 87% of users under the age of 30 used social networking sites (Gearhart & Zhang, 2014, p. 18). Compared to previous generations, the media presence of ordinary people was almost unheard of, unless an individual was invited to speak on TV or radio shows. With many new voices pervading the media landscape, this significantly changes the inherent dynamics of the Spiral of Silence.

The Spiral of Silence's application to social networking sites has frequently been researched in recent years. According to Boyd & Ellison (2007), social networking sites embody three characteristics: (1) they construct public or semi-public profiles within a bounded system; (2) show a list of others they frequently share a connections with; and (3) view and traverse those connections, as well as those made by others (p. 211). For the most part, most people with a social networking site already know the people on their "friends list" (Gearhart & Zhang, 2014, p. 19). This fact has important implications for what force drives the Spiral of Silence. If most people already know each other in cyberspace, this would suggest that the threat of silence comes from reference groups, as opposed to society as a whole. In particular, reference groups would be able to logically discern an individual's unique ideology to promote or oppose the individual's opinion.

It has been argued by a number of researchers that the "silencing" effect may not be evident in digital media interactions. Nekmat & Gozenbach (2013) have argued that there are three different climates of opinion within digital media: (1) the offline climate of opinion, which is the perceived opinion in the real-world; (2) an online climate of opinion; and (3) a within-forum climate of opinion reflecting the diverse views inherent within forum participants (p. 737). This third aspect is particularly important because people may be expressing their views to their reference groups, as opposed to society as a whole. As such, these reference groups would likely be the group endorsing or "silencing" an individual's opinion expression, as opposed to society as a whole.

Media Usage and Gratifications

Q: Explain how Uses and Gratification Theory is an audience centered approach in understanding Mass Communication. Also explain how is it positivistic approach? (CSS-2017)

The mass adoption of social media has revolutionized the field of communication. The social networking sites has removed the vast distances and boundaries between regions and made the virtual communities into a global reality; thus making the whole world into a global village. The technological advancements have made people to be connected 24/7 with the social networking sites of their choice.

The uses and gratifications approach to media research tries to explain the ways in which people use the media to satisfy their needs. Also, uses and gratifications helps in studying why do people become involved in one particular type of mediated communication or another, and what gratifications do they receive from it?

First let us see what is uses and gratifications theory?

Gratifications Theory

The uses and gratifications is a social/psychological theory that focuses on why do people use media and what do they use them for? The theory focuses on the audience perspective in selecting media to fulfill their needs based on the appeal of media contents. Unlike other media effect theories which focus on "what does media do to people?" the uses and gratifications theory focuses on "what do people do with media?" The uses and gratifications theory helps in understanding the ways in which people or audience use the media to satisfy their needs and goals. In other words, uses and gratifications explain how and why people use the media rather than how the media influences people. (Katz, Blumler & Gurevitch, 1974; Klapper, 1963; McQuail, 1972; Windahl, 1981)

The strength of uses and gratifications theory lies in its ability to define, elucidate and anticipate uses and consequences of media usage.

Definitions:

Baran and Davis

Baran and Davis define uses and gratifications theory as, "an approach to media study focusing on the uses to which people put media and the gratifications they seek from those uses." (Baran & Davis, 2012)

Katz, Blumler & Gurevitch

Katz, Blumler & Gurevitch defined uses and gratifications as, "the social and psychological origins of needs, which generate expectations of the mass media or other sources, which lead to differential patterns of media exposure (or engagement in other activities), resulting in need gratifications and other consequences, perhaps mostly unintended ones. (Katz, Blumler & Gurevitch, 1974)

Littlejohn

Littlejohn in his book "Theories of Human Communication" stated, the uses and gratifications approach focuses on the consumer – the audience member – rather than the message. Unlike the powerful - effects tradition, this approach imagines the audience



member to be a discriminating user of media. The basic stance is summarized as: compared with classical effects studies, the uses and gratifications approach takes the media consumer rather than the media message as its starting point, and explores his communication behavior in terms of his direct experience with the media. It views the members of the audience as actively utilizing media contents, rather than being passively acted upon by the media. Thus, it does not assume a direct relationship between messages and effects, but postulates instead that members of the audience put messages to use and that such usages act as intervening variables in the process of effect. (Littlejohn, 2002, Katz, Blumler & Gurevitch, 1974)

Uses and gratifications theory is one of the valuable theories in examining the social media. Jensen and Rosengren said, uses and gratifications are a "social science oriented audience research tradition" (Jensen & Rosengren, 1990). Rubin justifies, uses and gratifications are "especially valuable as we seek to understand the newer, interactive media environment." (Rubin, 2002) Further Ruggerio also adds, although the Uses and Gratification theory lost popularity with many communication researchers for a number of decades, new online mediums of communication have invigorated its current use. Researchers suggest that telecommunications technology may be the very element that has stimulated its resurgence among scholars (Ruggerio, 2000).

Lately, uses and gratifications research is trying to find out on the type of audience activity, mainly on the manner in which people actively impose meaning on content and construct new meaning that serves their purposes better than the meaning intended by the message creator.

Uses and Gratifications Research can be Summarized in 6 Main Areas:

1. Gratifications and media consumption,
2. Social and psychological origins of gratifications,
3. Gratifications and media effects,
4. Gratifications sought and obtained,
5. Expectancy-value approaches to uses and gratifications, and
6. Audience activity. (Palmgreen, 1984)

Five Basic Assumptions

1. The uses and Gratifications Approach has five basic assumptions. As Katz, Blumler, and Gurevitch explain in the book *Mass Communication Research*, the first assumption is that "the audience is conceived as active." (Katz, Blumler, & Gurevitch 15) The audience is conceived as active: i.e., an important part of mass media use is assumed to be goal oriented. Patterns of media use are shaped by more or less definite expectations of what certain kinds of content have to offer the audience member.
2. Audience gratification: According to the book, the second basic assumption is that "in the mass communication process much initiative in linking need gratification and media choice lies with the audience member." (Katz, Blumler, & Gurevitch 16) This is encompassing the idea that people use the media to their advantage more often than the media uses them. The receiver determines what is going to be absorbed and does not allow the media to influence them otherwise. The individual opinion is more powerful than what the media is portraying
3. The third basic assumption that *Mass Communication Research* directs us to be that "the media competes with other sources of need satisfaction." (Katz, Blumler, & Gurevitch 16) This focuses on the idea that each individual has several needs. In response to this,

they have created a wide range of choices that will meet these needs. The strongest rival to media based sources include face-to-face communication. This can often help an individual cope with circumstances surrounding them most effectively. Because of this, mass communication must compete strongly with non-media related sources and help create a need for itself as well as a proper balance between the two.

4. The forth basic assumption that the book points out is that "many of the goals media use can be derived from data supplied by the individual audience members themselves." (Katz, Blumler, & Gurevitch 17) This idea claims that people are very aware of their motives and choices and are able to explain them verbally if necessary. There have been several studies in all parts of the world that have sampled viewers and come to conclusions about the type of media used as well as the content explored. Furthermore, it was found that audience members use these media forms to shape their own identities.
5. The final basic assumption taken from the book *Mass Communication Research* is that "value judgments about cultural significance of mass communication should be suspended while audience operations are explored on their own terms" (Katz, Blumler, & Gurevitch 17). The theorists believe that the audience can only determine the value of the media content. It is the individual audience members who make the decision to view the media; therefore, they place the value on it by their individual decision to view it. These basic assumptions provide a framework for understanding the exact correlation between the media and the viewers. In addition, it provides a distinction as to how the audience is more or less active and the consequences of their involvement in the media as a whole.

At the core of uses and gratifications theory lies the assumption that audience members actively seek out the mass media to satisfy individual needs.

McQuail's (1983) Classification of the following Common Reasons for Media Use:

1. **Information:** finding out about relevant events and conditions in immediate surroundings, society and the world, seeking advice on practical matters or opinion and decision choices, satisfying curiosity and general interest, learning, self-education, gaining a sense of security through knowledge.
2. **Personal Identity:** People use the media to finding reinforcement for personal values, finding models of behavior, identifying with valued others (in the media), gaining insight into oneself.
3. **Integration and Social Interaction:** The main gratification the uses of media is gaining insight into the circumstances of others; social empathy, identifying with others and gaining a sense of belonging, finding a basis for conversation and social interaction, having a substitute for real-life companionship, helping to carry out social roles, enabling one to connect with family, friends and society.
4. **Entertainment:** The one of the main media content usage is escaping, or being diverted, from problems, relaxing, getting intrinsic cultural or aesthetic enjoyment, filling time, emotional release, sexual arousal.

Limitations of Early Audience-Centered Research

We have seen how mass society theory exaggerated the influence of media and centered widespread public concern on negative media effects. Since the 1930s, government agencies, private foundations, and the media industry all have been willing to provide funding to study a broad range of positive and negative effects, but little money was provided to study audience

activity. Researchers also thought that it was possible to study effects more objectively than media uses could be studied. For example, behavioral or attitudinal effects might be observed in a laboratory following exposure to media content. On the other hand, studying gratifications meant asking people to report on their subjective experience of content. Herzog (1940) recommended using qualitative research to study media gratifications. During the 1940s and 1950s, postpositivist researchers were determined to avoid approaches that were unparsimonious and didn't meet what they regarded as scientific standards. They chose to focus their efforts on developing what they thought would be definitive, powerful explanations for the consequences of media use. They didn't see as much purpose or value in describing and cataloging people's subjective reasons for using media.

Confusion of Media Functions and Media Uses

By the 1960s, notions of an active and gratification-seeking audience had been absorbed into and confused with functional analysis. Failure to adequately differentiate media uses from media functions impeded the design and interpretation of audience-centered research. Charles Wright explicitly linked the active audience to functionalism in his 1959 textbook. This linkage to functions had a detrimental influence on the development of active-audience theories. Although Wright cautioned his readers to distinguish "between the consequences (functions) of a social activity and the aims or purposes behind the activity" (p. 16), functions were assumed by most communication theorists to be equivalent to (synonymous with) the aims or goals of the media industries themselves. To some extent this confusion over audience uses and societal functions also involves confusion about levels of analysis. As an audience member you may have certain purposes for reading a newspaper, and this activity will gratify some of these purposes. Wright, realizing how his conceptualization of media functions was misinterpreted, later wrote:

Our working quartet of communications—surveillance, correlation, cultural transmission, and entertainment—was intended to refer to common kinds of activities that might or might not be carried out as mass communications or as private, personal communications. These activities were not synonymous for functions, which ... refer to the consequences of routinely carrying out such communication activities through the institutionalized processes of mass communications. (1974, p. 205)

The Active Audience Revisited

Critics of uses-and-gratifications research have long charged that the theory exaggerates the amount of active use. They contend that most media use is so passive and habitual that it makes no sense to ask people about it.

Jay G. Blumler (1979) claimed that one problem in the development of a strong uses-and-gratifications tradition is the "extraordinary range of meanings" given to the concept of activity. He identified several meanings for the term, including the following:

- Utility: Media have uses for people, and people can put media to those uses.
- Intentionality: Consumption of media content can be directed by people's prior motivations.
- Selectivity: People's use of media might reflect their existing interests and preferences.
- Imperviousness to influence: Audience members are often obstinate; they might not want to be controlled by anyone or anything, even mass media. Audience members actively avoid certain types of media influence.

Strengths and Weaknesses of Uses and Gratifications Theory.

Strengths	Weaknesses
Focuses attention on individuals in the mass communication process	Relies on functional analysis, which can create a bias toward the status quo
Respects intellect and ability of media consumers	Cannot easily address the presence or absence of effects
Provides insightful analysis of how people experience media content	Many of its key concepts are criticized as immeasurable
Differentiates active uses of media from more passive uses	Is too oriented toward the micro-level
Studies the use of media as a part of everyday social interaction	
Provides useful insight into adoption of new media	

Criticisms on Uses and Gratifications Theory

1. Uses and gratifications theory is highly individualistic, taking into account only the individual's psychological gratification derived from an individual's media use, while ignoring the social context of the media use.
2. The Uses & Gratifications theory pays less attention to media content, while focusing on why people use the media.
3. Uses and gratifications approach is not able to provide casual explanation of media choice and use. It works best only in examining the specific types of media where motivation might be presented.
4. Since it is hard to track exposure patterns through observation; The Uses & Gratifications theory relies on self-reports, which are dependent on the individual's memory. At times, the individual may inaccurately recall, thus leading to inaccuracy in the study. Thus, the Uses & Gratifications theory was criticised from a methodological point of view for lack of quantitative data and high reliance on self-reports.
5. The content creators or editors want the media content to be interpreted in a certain way, but the audience might reject it by interpreting it between what they think and what the text actually means. The biggest issue for the Uses and Gratifications theory is it's non-theoretical, vague in key concepts, and nothing more than a data-collecting strategy.
6. The Uses & Gratifications theory is sociologically-based with little link to psychology. Also it is focused on the individual and neglects the social structure and place of the media in that structure.
7. The nature of the theory underlying Uses and Gratifications research is not totally clear. This makes the line between gratification and satisfaction blurred, calling into question whether or not we only seek what we desire or actually enjoy it.
8. Practitioners of Uses and Gratifications research is criticized for a formidable array of shortcomings in their outlook, they are taxed for being crassly a theoretical, perversely eclectic, ensnared in the pitfalls of functionalism and for flirting with the positions at odds with their functionalist origins.

9. One of the earliest objections to the Uses & Gratifications theory was the treatment of audiences as being wholly active.
10. The uses and gratifications approach is difficult to generalize. Also, researchers pointed out that the theory was unable to be used for the prediction or explanation of media choice as it simply typified the reasons. (Blumler, 1979; Carey & Kreiling, 1974; Davenport, LaRose, Straubhaar, 2010; Elliot, 1974; Katz et al. 1974; Littlejohn, 2002; McLeod & Becker, 1974; McQuail, 2010; Palmgreen, P., and Rayburn, J.D., 1979; Rosengren, 1974; Rubin, 1994; Ruggerio, 2000; Severin and Tankard, 1997; Swanson, 1977)

Media Hegemony

Concept of Hegemony

Gramsci's most popular idea, the concept of hegemony, refers to how a class exerts influence over other classes in such a way that they will follow its political and economic project. It comes from the need to answer the question; when faced with a system when so many people are exploited and alienated by a tiny elite, how does the ruling class maintain its rule?

The assumption of media hegemony is that the ideas of the ruling class become ruling ideas in society. According to this approach, the mass media are controlled by the dominant class in society which uses it as a vehicle for exerting control over the rest of society. Media hegemony is rooted in the Marxist economies. They argue that media contents in USA are shaped to suit the interests of the capitalists. While commenting on media hegemony, Altheide says that it seems to involve at least three assumptions that could be treated with evidence:

1. The socialization of journalists involves guidelines, work routines and orientations replete with the dominant ideology.
2. Journalists tend to cover topic and present news reports that are conservative and supportive of the status quo.
3. Journalists tend to present pro-American and negative coverage of foreign countries, especially Third World nations.

How hegemony works in media?

Hegemony is the predominant influence over the others. In the media also has the hegemony to their activities. We already know, money makes the culture. Because all art needs an outlet whether is it on television, in movie theaters, on DVD, in publishing or even in an art gallery. That developing and maintaining side media try to get the hegemony. Following things hegemony very important the media. Those are Institutions, language, news/information, regulating output, representations, ownership, and authorship. When we take a media without authorship they definitely can't reach very well from audients. Not only this but also ownership.

We might know language is very important source to each and every media. As well as the media has the power to provide the language. Mass media are the powerful institution to control people. For example mass media can represent by the particular society. Through their programme viewer can identify the clear message about the society. So media has the high level task. And also media can use the hegemony in another style. For example media can be changed people mind those who are watched the particular media. So they use to their hegemony to this method. So this type works done by the hegemony in media.

At the same time If Media show anything itself they will never audience. When media show the movie or any programme they should consider the audience opinion. Otherwise media cannot run long period.

The Role of the Mass Media in Society through the Concept of "Hegemony"

In this capitalistic twentieth-century, we cannot ignore the role established by the mass media as a principal and crucial tool in shaping the cultural sphere of our society. 'Public information, intercommunication and exchange' of the 'social knowledge' in society now solely depends upon mass media. Its role rests on the information that it provides which stimulates political ideas, social action, public policy agenda and priorities and further more. Hence, what media imparts as information to the public becomes very important, for as mentioned earlier, this information is what produces the values in cultural sphere that drives the world today. In order to understand the mass cultural process one needs to examine how media industries function. So, in this essay we examine and dissect mass media through the concept of hegemony, to understand its role. How hegemony exists in the media system, in corporate decision making process and how 'ideological hegemony' is deep-seated in the very 'intellectuals' responsible for providing information to the general public will be discussed.

We firstly will understand the concept of hegemony before analyzing the media system and also talk about counter-hegemony to shed light on how media can sometimes go against the existing dominant hegemonic ideology in a society. Lastly we will talk about the limitations of hegemony in arriving at an understanding of the role media plays with in the society.

Theoretical Background:

Hegemony is a concept that was first posed by an Italian Marxist thinker Antonio Gramsci in his notebooks; while he was imprisoned. He was attempting to understand why after World War I, there was no working class uprising over fascism in Northern Italy during the regime of Mussolini. An ardent follower of Marxism he witnessed the failure of the Marxist theory – the process by which masses (proletariats) should overthrow oppressive capitalist bourgeoisie systems, to move towards a less oppressive economic system. Gramsci built upon Marxism to conceptualize hegemony focusing more on the ideological independence and 'human subjectivity' rather than economy. One of the limitations of Marxist theory was the fact that 'superstructure' i.e., 'cultural and political institutions' were seen as being dependent on the 'economic base'; Gramsci tried to highlight the autonomy of such 'superstructure' away from the 'base'.

Hegemony according to Gramsci centers on 'cultural and ideological means' through which the dominant or the ruling class retain their dominance on 'subordinate classes' by building 'spontaneous' mass 'consent'. Stevenson suggests that hegemony is a continuous battleground where the 'bourgeoisie and the working class construct economic, political and cultural alliances with other social groups' and that 'ideology is represented as the social cement that binds together different class alliances'. He further adds that the ideology works only when it is able to relate to the 'common sense' of the people and influence them for change. Hence, Gramsci's hegemonic ideology is based on the fact that the 'dominant social group in a society have the capacity to exercise intellectual and moral direction over society, at large and to build a new system of social alliances to support its aims'. Military force might not always be the best possible way to gain power; in fact it is achieved not with 'legal and legitimate compulsion' but by 'winning active consent' of the subordinate class. The dominant class develops and upholds its hegemony in 'civil society', i.e. by generating 'cultural and political consensus' through unions, political parties, schools, media, the church, and other voluntary associations which is where hegemony is exercised by the dominant class over allied classes and social groups.

There is still a question as to why people would indisputably consent to let the dominant class control them, why would they agree to cultural and political consensus. Gramsci answers this by suggesting that the subordinate group is not 'ideologically indoctrinated' but accepts the values and leadership of the dominant class since it also reflects their own interests. As Strinati suggests 'if we accept that hegemony is also about the battle for ideas, and the consent to dominant ideas, then it might be argued that it also includes concessions to the ideas and values of subordinate groups'. However, we can also disagree by saying that perhaps it is merely a false consciousness created by gradually shifting the 'public interests and perception' towards the dominant class without the public consciously realizing it. Regardless, Gramsci is able to explain precisely what the earlier Marxist were not able to that is the "free consent" of the governed to the leadership of the governing classes under capitalism.

Hegemony and the Media:

Gramsci highlights the importance of certain institutions in particular mass media, as the 'subject to production, reproduction and transformation of hegemony'. Gramsci therefore points out the fact that it is important to analyse the role of media in the context of hegemony. Media is no doubt a powerful tool that affects not only individuals, but other institutions including society and culture (McQuail, 1997: 90). In Hall's word media are the institutions that 'not only reflected and sustained the consensus' but 'helped produce consensus and manufactured consent', acting as an important tool to establish hegemony. Hall analyses the media through a hegemonic framework, he starts by saying that public trust media because ideologically they project independence and impartiality from the political or economic interests of the state. However, media existing within a state are obliged to follow the 'formal protocols of broadcasting' and depend on 'the form of state and political system which licenses them'. Hence the question of their operation being state driven is very likely. Hall mentions media as being an 'ideological state apparatus' used to mediate social conflicts.

An interesting example of this state driven hegemonic ideology is the one given by Curran who compares the modern media with the medieval church showing how media is still used for social control by different dominant players. According to Curran like the medieval churches media bind different people together by promoting collective values and social solidarity; back then it was the Christian faith while now it is consumerism and nationalism through international sporting contests and consumer features. He specially focuses on British media and how they promote collective identity through monarchy just like the Church. Cannadine gives an example of how the BBC in 1932 helped create a fascination for British royal family and helped project an image of British as one 'whole' by broadcasting an image of the fatherly figure of George V (cited in Stevenson, 1995:17). Here we can easily see the BBC supporting the British regime in other words the state to build a common consensus while supporting hegemonic ideology. Curran also adds that just like the medieval churches, media now also gives attention to the 'outsiders', earlier it was witches and warlords now its youth gangs, terrorist, drug addicts, militants etc. The role of mass media says Curran 'is interpreting and making sense of the world to the mass public'; and while doing that they tend to reproduce the hegemonic ideology.

Production of hegemonic ideology can best be explained in regard to the professional communicators, like journalists, who are very important to 'amplify systems of representation that legitimize the social system' (ibid). Journalists can be termed as 'intellectuals', who according to Gramsci are responsible for 'production and dissemination of ideas and knowledge'

(Strinati, 1995:171). We also need to understand that Journalists though thought to be autonomous are bounded by the hegemonic system, they unconsciously frame the news that is in keeping with the 'institutional arrangement of the society' (Gitlin, 2003: 269), or in other words the hegemonic ideology and though they do not do it intentionally, it stems from the way they make news decisions, the way they have been trained and socialized from childhood (Gitlin, 2003: 257). They unknowingly have a tendency to promote the ideology of the political and economic elite by simply doing their job.

According to Ben Bagdikian, there are three stages of selection for the news.

1. the editor decides that a certain site or event needs to be investigated for news;
2. a reporter decides what to look for at the site and
3. the editors decide on how to pitch the story to public (cited in Gitlin, 2003: 258).

However, these are just the three processes; behind this there are various other aspects governing what news to cover and why. There is the 'institutional structure of the media, managers who set the corporate policy', then the budget. Further, the owners of the media who fall into the elite class want to respect the political economic system in order to gain their own political and economic advantages (Gitlin, 2003: 258). Since legitimacy in media organizations is what attracts audience, the top media managers make sure that their news operations are carried out in the way that this is projected, 'their forms of social control must be indirect, subtle, and not at all necessarily conscious' (Gitlin, 2003: 259). We see here that there are lot of ideological forces that shape the news. Media that acts as a window to the world and a provider of social knowledge are in reality controlled by corporate and political elites who, by controlling ideological space, are making the public think what the dominant class want them to so that they remain in power. So, basically hegemony is enclosed in the news or programs, which helps maintain the dominant ideology.

Commercial Media as a Hegemonic Ideology:

While discussing about hegemony in respect to media, we also need to talk about the commercial media. According to Gitlin commercial media have slowly through 'format and formula' influenced people to think and behave in a certain way (cited in Murphy, 2003:59). Today people who are not consumers they might be regarded as an outsiders, such is the trend created by the media. It has instilled a feeling that each one of us must become a consumer or aspire to be one in order to be in the 'norm' of the society. With the help of media and through the expansion of consent, 'slow but powerful ideological process began to shape both moral order and common sense, aligning the cultural practice of consumption with freedom, individuality, civil liberties, etc' (ibid). Stevenson, gives an example of a Levi jeans advertisement and how by watching just the advertisement a consumer is addressed with a 'unique' sense of craving, the ideology has an effect on the consciousness of the consumer without him/her realizing that they are in reality a social class exploited by a hegemonic ideological process. The way media operates now is exactly what Gramsci proclaimed about hegemony, it is about one class's struggle over another by creating values that the dominated class must follow.

Counter hegemony:

Gitlin argues that by controlling what the media feeds the public (the dominated class), the ruling elites are infusing a false consciousness among them, which limits them in acting for change. However, Williams who follows in the footsteps of Gramsci differs by suggesting that there can be room for change with counter-hegemony (Stevenson, 1995:17). According to him hegemony is not constant and is always changing by challenging, resisting and reaffirming the

'dominant hegemony' (*ibid*). William states that 'traditions, institutions and formations' are the three cultural processes for hegemony, where in the traditions are always 'invented and reinvented by the national state' and these newly formed traditions rely on institutions such as mass media and education for transmission in order to establish a 'dominant consensus in contemporary society' (*ibid*). For example media can be said to promote counter-hegemonic ideology if it shows a program or a report that questions the government involvement in war. We all know about the invasion of Afghanistan by the USA on 2001 after the 9/11 attack. During that period, the USA media was more concentrated on sending messages about the war on terror and Al-Qaeda, hence no one questioned the invasion of Afghanistan and as a result the elite group in this case Bush received consensus from the public for the invasion (*Rall, 2002*). If the war on Afghanistan by the USA had been questioned at the point when the war was beginning then the media would have acted against the hegemonic ideology of the US government led by Bush. Hence according to Williams, the concept of hegemony does provide space for critical reasoning, so that a new class may challenge the existing ideology and resist change from the hegemonic ideology (*Stevenson, 1995:181*). Another example of counter-hegemonic ideology could be the 30 November, 1999, *Battle of Seattle*, where tens of thousands people took to the streets to protest at the launch of new millennial round of trade negotiations at the World Trade Organizations Ministerial Meeting. This can be said to be against an existing hegemonic ideology, consequently a counter hegemonic approach.

However, we have to understand as recognized by Schiller the importance of 'informational and cultural power' as being a key factor in governance and that these are no less important than the army and the police, to achieve social control (*cited in Stevenson, 1995: 5*). Also it is difficult to challenge the elite hegemonic ideology reinforced by the media because it 'collides head on with the fundamental interest' of the dominant class and since they are the ones who have control over the 'informational apparatus' and 'the cultural institutions that influence, if not determine, social thinking, the idea of challenging' them becomes hard (*ibid*).

Limitations:

Hegemony cannot always explain the role played by the media in a society. According to Gottdiener (1985: 982), since hegemony suggests that the dominant class controls the class consciousness in a society, it neglects the fact that people are different and people have a different reflective thought capacity and that there are no 'homogeneous human subjects'. Further, when *hegemonists* talk about false consciousness they neglect the fact that consciousness and ideology are two separate entities for 'ideology is not consciousness it is the representation of 'imaginary' (*Gottdiener, 1985: 983*). That is why he suggests a semiotic analysis of mass culture in the society because the 'users of mass culture are more active and more creative than previously thought' (*Gottdiener, 1985: 978*). He thereby modifies the concept of hegemony one step further through a semiotic approach because it is a fact that ideology cannot be controlled fully and that the struggle to control it will always continue (*Gottdiener, 1985: 978*). Another research done by Johnstone et al. 'on the background, orientation, and ideology of journalists found that homogeneity in background or orientation is not the rule. For example, those who had a journalism education tended to think it was not necessary, while those who lacked it thought it would be worthwhile. There were important regional differences in regard to prestige, reliability, and whether a journalist would use stories from other media in his/her own reports' (*cited in Altheide, 1984:481*). Thereby concluding that news or information selection in mass media might not necessarily be inflicted by hegemonic ideology and that journalists are not always socialized to dominant ideology.

Conclusion:

Though the concept of hegemony has its own limitations it has proved worthwhile in understanding the media organization and the information they impart against a broader background (*Altheide, 1984:486*); which helps create a mass culture that in turn influences attitude and behaviour in the society. It has equally contributed to an understanding of the relationship between media and power. By using the hegemony concept and analyzing how the media industry functions we were able to understand the role that the media plays in mass culture, and how this role reinforces hegemony. This essay tries to cover the concept of hegemony drawing arguments from various researchers and at the same time also sheds light on its limitations. We discussed how media itself works in a hegemonic framework and how managers try hard to project impartiality. We also briefly discussed the relationship between the political elite and media owners and how 'intellectuals' working for the media, are conditioned to bolster hegemony in the society. As a result, an important institution such as the media that plays a vital role in the society if, in itself, is influenced by hegemony, the role that it might play in the society is unquestionably influenced by hegemonic ideology.

Hegemony: Main Points

- Hegemony is the political, economic, ideological or cultural power influenced by a dominant group over other groups.
- Hegemony in the media encourage people to consent to status quo meaning power structures so therefore the middle class have more power over working class.
- Gramsci believed the media have always had a key role in teaching people to do things in their everyday lives that support the power structures. People look at how the media support power structures such as government, capitalism/corporations, and patriarchy.
- Hegemony has a massive impact on what is portrayed through the TV.
- A news report that shows strong support for a controversial foreign policy decision can be said to hegemonically support the government for example all that has happened in Cairo, Egypt.
- A home improvement network that makes it seem "normal" to own high-end granite counter tops and stainless steel appliances can be said to be hegemonically supporting the capitalist economic system, for example shows Britain's Best homes always tend to show those who have more financial stability and therefore can have grand houses.
- Gramsci explained another aspect of hegemony and that is exploration of racial representations in media and that can be seen through films. In early films such as *Gone with the Wind* which was made in 1939 the practice of slavery has been made acceptable and therefore goes unquestioned and especially that the slave figure is prominent in the film. However in recent times black comedies reflect an acknowledgement of a rising black middle-class society with no racism attached and an example is Will Smith's character in *The Fresh Prince of Bel-Air*.
- It appears that Gramsci's theory of hegemony not only helps us to understand the motivations behind racist images in the media. It is also part of a crucial process of demonstrating the inadequacy of white 'liberal' attempts at reform. Also in spite of well-meant ventures to present racial minorities favorably, white hegemony over the means of media production means that television and cinema continue to subjugate these social groups.

Diffusion of Innovation Theory

"I have never learned to accustom myself to innovations, and I fear that above everything else, for I know full well that in making innovations, safety can in no way be pre-served."

Proctus—Advisor to Roman Emperor Anastasius

Introduction

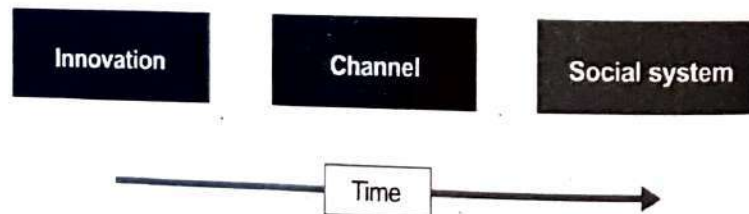
Everett Rogers (1931 – 2004) was born at Carroll, Iowa in his family's Farm. He was well-known Professor, Researcher, advisor and a former editor for a newspaper and reporter too. He earned his PhD in 1957 at Iowa State University of Science and Technology in the field of Sociology and statistics. He was well known for the book called "Diffusion of Innovation" (1962) in which he explains the theory of how innovations and ideas spread across the populations. He says in a social system the innovation is communicated by the process of diffusion.

Definition

Diffusion is the process by which an innovation is communicated through certain channels over time among the members of a social system (Everett Roger, 1961). An **Innovation** is an idea, practice, or object perceived as new by an individual or other unit of adoption (Rogers, 2003).

Theory

The diffusion of innovation theory analysis how the social members adopt the new innovative ideas and how they made the decision towards it. Both mass media and interpersonal communication channel is involved in the diffusion process. The theory heavily relies on Human capital. According to the theory, innovations should be widely adopted in order to attain development and sustainability. In real life situations the adaptability of the culture played a very relevant role where ever the theory was applied. Rogers proposed four elements of diffusion of innovations they are



- **Innovations** – an idea, practice, or object perceived as new by an individual. It can also be an impulse to do something new or bring some social change
- **Communication Channel** – The communication channels take the messages from one individual to another. It is through the channel of communication the Innovations spreads across the people. It can take any form like word of mouth, SMS, any sort of literary form etc
- **Time** – It refers to the length of time which takes from the people to get adopted to the innovations in a society. It is the time people take to get used to new ideas. For an

example consider mobile phones it took a while to get spread among the people when it is introduced in the market

- **Social System** – Interrelated network group joint together to solve the problems for a common goal. Social system refers to all kinds of components which construct the society like religion, institutions, groups of people etc.

Who made the decision to accept the innovation? Rogers says that in a social system there are three ways the decisions are taken. He suggested the three ways considering the ability of people to make decisions of their own and their ability to implement it voluntarily, the three ways are as follows..



- **Optional** – Individuals made a decision about the innovation in the social system by themselves
- **Collective** – The decision made by all individuals in the social system
- **Authority** – Few individuals made the decision for the entire social system

Further Roger identifies the Mechanism of Diffusion of Innovation Theory through five following stages

Knowledge:

An Individual can expose the new innovation but they are not showing any interest in it due to the lack information or knowledge about the innovation

Persuasion:

An Individual is showing more interest in the new innovation and they are always seeking to get details or information about the innovation

Decision:

In this stage, an individual analysis the positive and negative of the innovation and decide whether to accept / reject the innovation. Roger explains "one of the most difficult stages to identify the evidence"

Implementation:

An individual's take some efforts to identify the dependence of the innovation and collect more information about the usefulness of the innovation, then its future also

Confirmation:

An individual conforms or finalize their decision and continue to use the innovation with full potential

Example

During the last years of 90's the mobile phones were introduced to common people even though it was there in market the cost was much higher. Roger's theory of diffusion of innovation can be apprehended by understanding how the people accepted and get used for mobile phones. When it was introduced it wasn't something which comes with 500+ killer applications as today it was merely a portable land line.

Powerful Effects Model Hypodermic Needle OR Magic Bullet Theory

Q: Media effects can be analyzed in term of "Powerful Effects", "Limited Effects" and "Moderate Effects". Which effects model is applicable in Pakistan; explain with the examples from Pakistani media and society quoting relevant theories (CSS- 2016)

Four eras representing shifts in how we think about communication:

1. **Powerful effects** (1920s-1940s)
2. **Limited effects** (1940s-1960s)
3. **Moderate effects** (late 1960s-mid 1980s)
4. **Negotiated effects** (from mid-1980s)

Powerful Effects Model

Effects theories examine how early communication scholars assumed media messages had great power and impact on people. Doubts to this assumption led to more modest theories and today, most scholars see media effects as long-term and cumulative.

Powerful Effects Theory

- o Early 1900s
- o Assumption that mass media are very powerful with immediate & direct effect
- o Hypodermic Needle Theory
- o Walter Lippmann (Public Opinion, 1922) We see world shaped by media
- o Harold Lasswell- Who, says what, in which channel, to whom, with what effect

Media effects can be analyzed in term of "Powerful Effects", "Limited Effects" and "Moderate Effects". Which effects model is applicable in Pakistan; explain with the examples from Pakistani media and society quoting relevant theories (CSS-2016)

Powerful Effects – 1920s to 1940s

- Researchers believed that the media (movies and radio) had very immediate and direct impacts on its audience.
- Harold Lasswell studied World War II propaganda and concluded that the media could be used to change behavior: convince soldiers of their duty, get housewives to change food habits, improve morale of new recruits.
- Assumes that the audience is passive and uncritical. Based more on anecdotal evidence than on empirical research.
- Sometimes called the hypodermic needle or bullet theory.

Powerful Effects (Magic Bullet)

The Hypodermic Needle Theory is one of the oldest in the field of media studies. Also known as the *Magic Bullet Theory*, it states that media has a direct, complete and immediate effect on the audience. The message for the media is directly received and wholly accepted by the user. The audience is considered to completely passive entities that are left at the mercy of the

media. Media is considered to be super strong with the potential of mesmerizing its audience. Users have no control over the media.

The "Magic Bullet" theory assumes that the media's message is a bullet fired from the "media gun" into the viewer's "head". Similarly, the "Hypodermic Needle Model" suggests that the media injects its messages straight into the passive audience which is immediately affected by these messages.

Although this theory has its roots far back in history, modern day scholars reject the idea of a completely passive audience as well as the so called magical power of the media. In opposition to the Hypodermic Needle theory, Katz and Lazarsfeld introduced the idea of the two step flow model of communication in 1944 which assumes that ideas flow from the mass media to opinion leaders and then to the greater public. Opinion leaders are categorized as individuals with a deep understanding of media content and a lot of access to the media. These leaders explain and spread the media's messages to others. Basically the concept of this theory is based on media's direct, immediate, and powerful effect on viewers. The media (magic gun) fired the message directly into audience head. The message cause the instant reaction from the audience mind without any hesitation is called "Magic Bullet Theory".

History:

Several factors, including widespread popularity of radio and television, led to this strong effects theory of media influence. Also important were the new persuasion industries of advertising and propaganda being utilized by industries and governments alike. In the 1930s, the Payne Fund, developed by the Motion Picture Research Council, studied the impact of motion pictures on children to see if the magic bullet effect was controllable. Even Hitler monopolized the mass media in the belief that he could use it unify the German public behind the Nazis in the 1940s.

Limitations:

1. Cumbersome to test
2. Lacks empirical evidence

Examples:

Recent example of magic bullet theory is current Pakistani political trend like most popular "GO NAWAZ GO" policy politician said on TV write go Nawaz go everywhere like walls, bills specially on currency etc. and people started write it every where

Media plays the most important role in manipulating and changing the thoughts of people. Media shouldn't be based on biasedness. Pakistani media has become the major tool of social control, devolution and creating propaganda. Only a few people control what to show and what not to. We only see, hear and do what the manipulators want us to. Yellow journalism is seen in abundance in Pakistan. Pakistani journalists are personally hired for self-interest and false reporting. The Pakistani media is biased and only shows what it's told to show. Some of the false media stories are mentioned below:

The US Murdered Liaquat Ali Khan

In April 2015, news broke out regarding the murder of Liaquat Ali Khan. According to the news report, after 65 years, the US admitted that they were responsible for killing Liaquat Ali Khan. This news went viral on social media. Many writers wrote about the news on their blogs. Two talk shows were conducted on television media regarding the issue. Many discussions were carried out to find out why the US would do so and many conclusions

were framed. But there was no ground reality of this news, it was a false one. The news got aired without proper investigations.

Zardari's Second Marriage – Tanveer Zamani

Last year we came across a strange news that Asif Ali Zardari tied the knot with American PPP president and surgeon Dr. Tanveer Zamani in Dubai. The media didn't stop here. Some media channels even claimed that the couple bears a child named Sajawal Zardari. On 7th July 2015, Dr. Tanveer Zamani denied all the rumors of the marriage. She's in fact married to a man named Dr. Tahseen Javed Siddiqui. That was clearly a hype created over a false news.

Imran Khan tied and untied the knot with Reham Khan

In the beginning of 2015, the PTI (Pakistan Tahreek-e-Insaaf) leader, Imran Khan tied the knot with BBC journalist Reham Khan. Firstly the media created such a hype about their relation that the marriage ceremony was as simple as possible to avoid further media involvement. The couple gained popularity soon after the marriage. They both were seen in events and on media together. But the marriage didn't last long. They untied the knot in the month of November 2015. Again, the media didn't spare them and played with their emotions at the time of grief. Just to gain viewership, the media trolled them in all the possible ways it could. At least media should spare the personal life of the people.

Axact and BOL case

The case that media brought to light was turned into personal attacks and terrible journalism. This case was brought up by The New York Times in May 2015. At first, the case was dealt as a fraud case but soon was turned into personal interests by various media companies attacking BOL-the yet unborn news channel. The Axact-Bol scandal was on the news 24/7.

Shahzaib Murder Case

In the year 2012, a 20 years old youngster and son of a DSP, Shahzaib Khan was murdered by the son of a business tycoon, Sikandar Jatui. This news gained the media attention when the victim's family launched a protest. The Supreme Court took the notice for murder. Shahrukh Jatui-the murderer-was arrested from UAE (United Arab Emirates). All the media channels showed each and every detail related to the case. This should be appreciated. But soon the money overcame everything else. Shahzaib's family got PKR 200 million and Australian Visas as compensation. And suddenly the news vanished from all the Pakistani media channels. What happened to Shahrukh Jatui? No one knows. Why? Because the media didn't let us know.

Mass media has played a role of magic gun which fired content through its different medium and these contents are injected in human brain as a magic bullet. And it also proves that media has an immediate, direct, and powerful attack on its audience. It doesn't matter that the effect is positive or negative.

Limited- or Minimal- Effects theory

The theory that media have minimal or limited effects because those effects are mitigated by a variety of mediating or intervening variables

Limited effects (Minimalist Effects Theory) -- 1940s to 1960s (approx.)

- People appear to be far more influenced by friends and acquaintances than by the media. Paul Lazarsfeld conducted two massive studies of voter behavior and opinion during an election, concluding that the media had very little direct effect on voters' choices.
- Audiences are stubborn and insulate themselves against contradictory messages.
- Maxwell McCombs and Don Shaw developed a theory of agenda-setting, explaining that the media do not tell people what to think, but what to think about.
- Narcotizing dysfunction -- Some researchers believe that the media causes people to withdraw and become passive.

Minimalist Effects Theory

Assumption that media are not very powerful

Based on studies on voting behavior (1940, 1948) disproving powerful effects model

Two-Step Flow of Communication

Paul Lazarsfeld

Media --> Opinion Leaders --> Masses

Multi-Step Flow

Status Conferral

Media coverage creates prominence for issues & people

Agenda-Setting Theory

Media tells us what to think about Creating awareness

Establishing priorities

Perpetuating issues

Narcotizing Dysfunction

Media overwhelms us, causes us to withdraw from issues

Limited effect model states that individuals have a tendency to expose themselves to messages that are consistent with their existing attitudes, norms and beliefs. They may ignore, misinterpret or reject those messages which are contrary to their attitudes. People want their beliefs and judgments about things to be consistent with one another. When beliefs of an individual about things are not consistent, it creates inconsistency. Media messages are received and interpreted selectively. Media rarely directly influence individuals. Thus the effects of media are neither uniform, powerful, nor direct. Their influences are selective and limited.

How Much Does the Media have an Impact on us?

Paul Lazarsfeld - Limited Effects Theory

- The media doesn't have the impact we think it does
- Only a few people are actually open to psychological manipulation of the media
- Media is pretty powerless in shaping opinion because individuals and groups are different to one another

Two-Step Flow or Multistep Flow Model

Media users divided into 3

1 Gate Keepers

Screen media messages and pass on messages that help others share their views

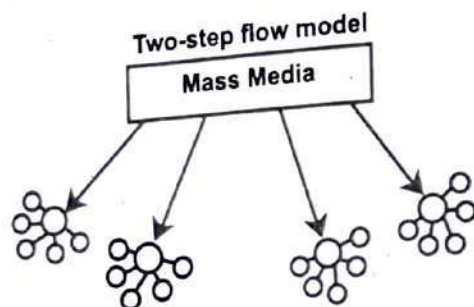
2 Opinion Leaders

Pass on info to opinion followers

3 Opinion Followers

Receive info from opinion leaders

The two-step flow of communication or Multistep Flow Model, says that most people form their opinions under the influence of opinion leaders, who in turn are influenced by the mass media. So according to this model, ideas flow from mass media to opinion leaders, and from them to a wider population.



- Opinion Leader
 ○ Individuals in social
 ○ Contact with an
 opinion leader

Also known as the Multistep Flow Model is a theory based on a 1940s study on social influence that states that media effects are indirectly established through the personal influence of opinion leaders. The majority of people receive much of their information and are influenced by the media secondhand, through the personal influence of opinion leaders.

The two-step flow of communication was first developed by Paul Lazarsfeld, Bernard Berelson, and Hazel Gaudet in *The People's Choice*, a 1944 study which focused on the process of decision-making during a Presidential election campaign. These researchers expected to find empirical support for the direct influence of media messages on voting intentions. However, to their surprise, it was found that informal, personal contacts were mentioned far more frequently than exposure to radio or newspaper as sources of influence on voting behaviour. Armed with this data, Katz and Lazarsfeld developed the two-step flow theory of mass communication.

This theory predicts that information from the media travels in two distinct stages. First, individuals (opinion leaders) who pay close attention to the mass media and its messages obtain the information. Opinion leaders pass on their own explanation in addition to the actual media content. The term 'personal influence' was invented to refer to the process of intervening between

the media's direct message and the audience's ultimate reaction to that message. Opinion leaders are relatively powerful in getting people to change their attitudes and behaviour and they are quite similar in characteristics to those they influence. The two-step flow theory explains how mass media can manipulate decision making. The theory processed the ability to predict the influence of media messages on audience behaviour, and it helped explain why certain media campaigns may be unsuccessful to change target audience's attitudes and behaviour. The two-step flow theory caved in to the multi-step flow theory of mass communication or diffusion of innovation theory.

Moderate Effects (Cumulative Effects Theory) -- 1960s to present

- The media can have both powerful and limited effects on an audience, depending on situational factors.
- Mass media is a socializing influence that impacts the development of attitudes, beliefs and values.
- Mass media is more influential during periods of unrest, when people are uncertain.
- Mass media is more influential on some personalities than on others.
- Spiral of silence (Noelle-Neumann, 1984) -- People make judgments about which side is ahead and gaining support on controversial issues. The "losing side" stops voicing opinions, starting a spiral of silence, which ultimately affects change of opinion and behavior.

Powerful Media Revisited

Marshall McLuhan's Media Determinism

Q: Discuss Marshall McLuhan's theory of media determinism in the light of powerful media effects revisited paradigm. (CSS-2019)

Media Determinism

A synonym for "technological determinism as applied to claims about the 'impact' of *new media technologies on society, "institutions, groups, and/or individuals. The term is often applied to the stance of McLuhan, who made this observation about 'printing, for instance: 'Socially, the typographic extension of man brought in nationalism, industrialism, *mass markets, and universal literacy and education' Such dramatic generalizations are widely criticized as a 'reductionist explanation of complex social changes. Friedrich Kittler (b.1943), a German media theorist, explicitly refers to his own stance, inflected by *poststructuralism, as media determinism.

Marshall McLuhan, media theorist, was born in Canada in 1911 and died in 1980. Here are some of his beliefs and theories on the effect of the media on humans.

Marshall McLuhan introduced a special kind of determinism called **media determinism**; it tries to explain various social phenomena through properties of the media that are employed. McLuhan's most famous slogan is "The medium is the message." Claims that writing, and later on printing, changed society have been around for a long time, and are still popular. McLuhan applied this idea to the newspaper, radio, and television media, with a certain flair and precision.

The media love this kind of theory. The recent slogan that "The computer is the network" can be seen as related to McLuhan's slogan.

Marshall McLuhan and Technological Determinism

The theory of Technological Determinism relates to the studies conducted by Marshall McLuhan who states that we are living in a new age of technology that has never been experienced before. The people that lived through the inventions of the phonetic alphabet, the printing press, and the telegraph saw drastic improvements in the way people were able to communicate. Sometimes known as the "Oracle of the Electronic Age," McLuhan is telling people that the new electronic media is changing the way people think, act, and feel. McLuhan suspects that the current technological environment, when looked back upon, will be seen as a major turning point in the history of communication.

McLuhan was convinced that the lifestyles people live rely heavily on the way they process information. Each communication invention throughout history changed the way people thought about themselves and the world around them. Whether it be oral, written, or electronic, the communication channel changes the way we perceive the world (the medium is the message).

McLuhan predicted that advancement of electronic technology and media will change collective cognitive processes of society at large. People would move from a predominantly individualistic lifestyle instigated by the Industrial Age into a new wave of social experience coined by him as the "Global Village" where people are connected worldwide through participation in smaller communities. Electronic technology would, to an extent, facilitate a return to the oral-tactile 'tribal' mentality thereby determining the mode of interaction between individuals.

Three aspects of Technological Determinism

Technological Determinism No 1

- o belief that technologies have an overwhelming power to drive human interaction and social change
- o focus is on the effect of impacts of information communication technologies (ICTs) on users, organizations and societies
- o science is the driver of technological innovation resulting in improvements in the society and progress

Technological Determinism No 2

- o belief that information communication technologies (ICTs) bring transformative shifts in society
- o technology is seen as an independent casual factor
- o technology imperative combines with the idea that people react to and accommodate technological change, but do not try to reverse it or redirect it

Technological Determinism No 3

- o new world is being forced upon societies by advances in information technology
- o technological advances happen automatically and have a life of their own
- o there is a logic to technological advances which is outside our control

The medium is the Message

Most feel that a technology/medium isn't inherently good/bad and it's the way they're used that determines their value - McLuhan disagreed. He felt a medium's real content is the medium itself. He was particularly fascinated by the medium of television, calling it a "cool" medium, noting its soporific effect on viewers. He took great satisfaction years later

when medical studies showed that TV does in fact cause people to settle into passive brain wave patterns

Implosion of Society & Homogenization

Literacy is a technology of uniformity, which in addition to the electric speed of modern media is causing all of our lives & cultures to become more homogenized (ie squeezing out cultural differences).

Depersonalized

On the telephone a person is totally abstract - they don't have a body, only low-bandwidth sound (with a HF cut-off of 7kHz most voice character and emotion is removed) and intelligence. In addition the telephone doesn't relate to natural law which transforms the user's psychology. The major message is the speed at which the information is sent. On all electric medium the sender is sent -that is the message- but with no identity, they are nobody.

Isolated & Uninterested

The more technologically advanced we become the more the individual is isolated. The effect of technology was at first anxiety, which has descended into boredom.

Detached

Shock induces a generalized numbness or an increased threshold to all types of perception. Each extension of man through technology adds to the numbness of the individual and society.

In experiments in which all outer sensation is withdrawn, the subject begins a fill-in or completion of the senses that is pure hallucination. The overload of one sense tends to effect hypnosis, and the deprivation of all senses tends to result in hallucination.

Fragmentation of Knowledge

Although technological advance causes rapid growth and change, it also reduces the possibility of growth or the understanding of change as it is achieved by fragmentation of a process and the assembly of those fragmented parts into a series.

Many of our greatest thinkers -including Newton, Dostoyevsky & Einstein- were almost exclusively right-hemisphere, but use of the right-hemisphere is discouraged and excluded by our education system. McLuhan considered modern schooling useless. Ho hum.

The Cycle

The technological world provides man with wealth. In his greed Man -as the reproductive organs of the technological world- reciprocates, enabling the formation of ever new forms.

Global Village

Today, after more than a century of electric technology, we have extended our central nervous system itself in a global embrace, abolishing both space and time as far as our planet is concerned. McLuhan made the concept of a global village, interconnected by an electronic nervous system, part of our popular culture well before it actually happened.

Modern man is suffering mental breakdown of varying degrees as a result of inundation with new information and new patterns of information. Man has to numb the central nervous system when it is extended and exposed, or it will die. Thus the age of anxiety and of electric media is also the age of unconsciousness and of apathy. Remember this is strong media determinism.

Chapter

3

Global / International Communication

The Historical Context of International Communication

Communication and Empire

Efficient communication networks played crucial roles in establishing ancient imperial authority and international trade. The extent of empire could be used as an 'indication of the efficiency of communication'. Ancient empires such as Rome, Persia and China, all utilized writing in collecting information and dispersing, creating enormous postal and dispatch systems. As early as in fifteenth century, news have been disseminated trans-nationally in Europe. The wheat traders of Venice, the silver traders of Antwerp, the merchants of Nuremberg and their trading partners shared economic newsletters and created common values and beliefs in the rights of capital.

The Advent of Telegraph and Time-space Compression

In 1837, Samuel Morse invented telegraph. Given its speed and reliability in delivering information, telegraph offered opportunities for capital and military expansion.

The Era of News Agencies

The newspaper industry and international telegraph networks mutually facilitated each other. As the supply and demand of newspaper industry rapidly increased in nineteenth century, news agencies were established successively. The French Havas Agency was founded in 1835, the German agency Wolffin 1849 and the British Reuters in 1851. These three European agencies, which started to operate internationally, were all subsidized by their respective governments.

Radio Broadcasting

Western countries seized the chances to implement radio communication after the first radio transmissions of human voice in 1902. But the two mechanisms of radio broadcasting were distinctively different. In the USA, the Radio Act of 1927 confirm its status as an advertising-funded commercial enterprise, while in Britain, the public broadcasting pioneer British Broadcasting Corporation set up in the same year. During the First World War and the Second World War, radio broadcasting played a significant role in both domestic public opinion management and international diplomacy propaganda abroad. Even in the Cold War times, this radio-dominated international communication still featured in propaganda respective ideologies.

The prominent example is the Voice of America, which ran a global network to indoctrinate "American dream" to its international audience.

Demanding a New Communication Order

Since the cold war officially ended in 1990, the intense relations of super powers halted with the collapse of the Soviet Union, and the emergence of the Third World countries, the unequally developed communication order can no longer existed. The Third World called for ceasing their marginalized communication status. Especially when international communications stepped into the information age, 'the convergence of telecommunication and computing and the ability to move all type of data - pictures, words, sounds - via the Internet have revolutionized international information exchange.'

Globalization, technology, and the mass media

Media and technology as it relates to globalization both go hand in hand. The extensive growth of technology is responsible for media globalization. The internet, satellites, cable television and digital devices have created a pathway for an immense amount of information to travel the globe within seconds.

What Is Technology?

While most people probably picture computers and cell phones when the subject of technology comes up, technology is not merely a product of the modern era. For example, fire and stone tools were important forms of technology developed during the Stone Age. Just as the availability of digital technology shapes how we live today, the creation of stone tools changed how premodern humans lived and how well they ate. From the first calculator, invented in 2400 BCE in Babylon in the form of an abacus, to the predecessor of the modern computer, created in 1882 by Charles Babbage, all of our technological innovations are advancements on previous iterations. And indeed, all aspects of our lives today are influenced by technology. In agriculture, the introduction of machines that can till, thresh, plant, and harvest greatly reduced the need for manual labour, which in turn meant there were fewer rural jobs, which led to the urbanization of society, as well as lowered birthrates because there was less need for large families to work the farms. In the criminal justice system, the ability to ascertain innocence through DNA testing has saved the lives of people on death row. The examples are endless: technology plays a role in absolutely every aspect of our lives.

Technological advancement has not only shattered social boundaries of the world, it has brought tremendous transformation in all fields of life. Marshall McLuhan, a Canadian theorist propagated the idea of Global Village in 1960. To him the world has shrunk to a village due to advancement in the fields of science and technology. Peoples of the world now live in close proximity. They share their joys and sorrows with one another. They benefit from the inventions and discoveries made by other people. It is the media that creates the experience of global shared time, especially by informing people around the world about "events" that they can share. Communications give people a chance to contact other people in distant locations whatever the time. Globalization of any country is reflection of that country. As Globalization produce winners and losers. A casual look at the world reveals that there is competition everywhere. The rush in

every area of life divides the world into winners and losers. At present media is the only source which is easily accessible by all walks of people through various electronic appliances i.e. TV, Radio, Internet, News Papers and now mobile phones also used by people to aware of events every time. Globalizing TV shows and films may influence people, shaping the way they understand their social identities, their cultural communities, and wider world in which they live.

A main feature of globalization, technology and media is:

"The reduction in the distance between individuals and societies in terms of both time and space; facilitated by technological developments such as the Internet and other media. These are usually referred to as Information Communication Technologies (ICTs). The development of ICTs has not only resulted in major changes in the workings of the mass media but also allows the rapid transfer of information, knowledge and capital." Media revolution has converted the whole world into a global village. Cable TV networks are one of its tools and people's love for such medium cannot be denied. In Pakistan cable TV is gaining popularity day by day and has eclipsed all other forms of entertainment. Several channels are delivering modern scientific information at no cost that we cannot afford due to our limited resources. Simply, turning on TV sets, we can be aware of the latest developments around the globe. We can watch the landing of man on the moon, working of robots at Mars and miracles of genetic engineering in the field of medicine. This cutting edge of technology has provided us the opportunity to move from a stagnant phase of ignorance to a modern era of revolution and logic. As we are living in rapidly and constantly changing times, change is around us, about us, within and without us.

Communication technology has made it easy for people all over the world to communicate with one another through emails, the internet, chat programs and video calls. Transport technology has also played a major role in the process of globalization. Since the Industrial Revolution, the nature of transport has drastically changed. Vehicles are built, faster, safer, more environmentally friendly, cheaper to run and more fuel efficient. Airline and water transport have expanded tourism as well as trade between countries.

Both media globalization and technology globalization have its advantages and disadvantages.

Advantages

- Media, like society has become greatly diverse therefore offering a variety of choice to individuals worldwide than ever before. Consumers are in control and also have a vast choice in their media consumption. This in turn, widens cultural horizons and gives persons access to various cultures worldwide.
- (McLuhan, 1980).stated that, "the rise of communication technologies would culminate in the creation of a "global village", one capable of enhancing initial understanding between people and forging new communications."
- (Matos, 2012) stated that, "new technologies have permitted a reduction in cost of communications- computerized technology, the internet and satellite television has all contributed to the reduction of costs encouraging homemade productions."

Disadvantages

- Fenton (1999) argues that, "global culture has led to the westernisation of other cultures. The mass media forces western cultural values (*especially American*) on non-western countries therefore damaging other cultures and promoting cultural homogenisation, where everything is the same."

- Technology makes us vulnerable. We have become so dependent on technology through online shopping, online banking, and data storage that we are more likely to have our information stolen so that we could be financially decimated within a short period of time.
- Another disadvantage of both technology and media is the flow of inappropriate content to certain age groups. With easy access to television and the internet, young children and teenagers are exposed to inappropriate content such as pornography, drug use, violence and criminal activities.
- There is much room for "digital divide" where persons who do not have access to media and technology become isolated in relation to the rest of the world thereby creating global inequalities.

Media and Technology in Society

Technology and the media are interwoven, and neither can be separated from contemporary society in most developed and developing nations. **Media** is a term that refers to all print, digital, and electronic means of communication. From the time the printing press was created (and even before), technology has influenced how and where information is shared. Today, it is impossible to discuss media and the ways that societies communicate without addressing the fast-moving pace of technology. Twenty years ago, if you wanted to share news of your baby's birth or a job promotion, you phoned or wrote letters. You might tell a handful of people, but probably you would not call up several hundred, including your old high school chemistry teacher, to let them know. Now, by tweeting or posting your big news, the circle of communication is wider than ever. Therefore, when we talk about how societies engage with technology we must take media into account, and vice versa.

Technology creates media. The comic book you bought your daughter at the drugstore is a form of media, as is the movie you rented for family night, the internet site you used to order dinner online, the billboard you passed on the way to get that dinner, and the newspaper you read while you were waiting to pick up your order. Without technology, media would not exist; but remember, technology is more than just the media we are exposed to.

Just like both sides of a coin, globalization as it relates to media and technology has its pros and cons. However, in current times, globalization is at its peak. The main goal of globalization should be geared toward assisting the less fortunate countries by providing them with the best lifestyle opportunities that the more advanced countries already have. It should also focus on ensuring that all countries benefit from the advantages of globalization within equal rights and by playing by the same rules.

Mass media helps to reveal the news of people's misery so that concerned authorities can take necessary steps. The whole world has become a global village due to media. Today the powerful effects of media have spread in every society of all over the world. Now with the advancement in the field of science and technology, we are globally interconnected and communicate with other countries. There are a group of computers that can communicate with each other connecting million of other computer networks in the world. World Wide Web is collection of millions of

changing documents on computers all over the world. These documents may contain the books, magazines, pictures, films and information one needs.

The different websites that run into millions, offer information in the sciences, arts, religion, education, commerce, industry, agriculture, law and almost every topic or subject. The internet has surely brought countries and nations closer; it has functioned to help in the development of the world into global village.

New Media

New media encompasses all interactive forms of information exchange. These include social networking sites, blogs, podcasts, wikis, and virtual worlds. The list grows almost daily. New media tends to level the playing field in terms of who is constructing it (i.e., creating, publishing, distributing, and accessing information) (Lievrouw and Livingstone 2006), as well as offering alternative forums to groups unable to gain access to traditional political platforms, such as groups associated with the Arab Spring protests (van de Donk et al. 2004). However, there is no guarantee of the accuracy of the information offered. In fact, the immediacy of new media coupled with the lack of oversight means that we must be more careful than ever to ensure our news is coming from accurate sources.

New media is already redefining information sharing in ways unimaginable even a decade ago. New media giants like Google and Facebook have recently acquired key manufacturers in the aerial drones market creating an exponential ability to reach further in data collecting and dissemination. While the corporate line is benign enough, the implications are much more profound in this largely unregulated arena of aerial monitoring. With claims of furthering remote internet access, "industrial monitoring, scientific research, mapping, communications, and disaster assistance," the reach is profound (Claburn 2014). But when aligned with military and national surveillance interests these new technologies become largely exempt from regulations and civilian oversight.

We in Pakistan can especially promote science and technology only if we are globally interconnected with other countries in the world by making the use of different technologies and Communication. We can likewise learn about new books, magazines, films, music and other arts and literary writings in different countries in English and other international languages. Because of this Interconnectivity we watch and hear. About all scenes of destruction, we can learn how we can make our national and personal life better. We can fix and determine our true destinations and aims in life with this information and guidance.

Technology Today

Technology is the application of science to address the problems of daily life. The fast pace of technological advancement means the advancements are continuous, but that not everyone has equal access. The gap created by this unequal access has been termed the digital divide. The knowledge gap refers to an effect of the "digital divide": the lack of knowledge or information that keeps those who were not exposed to technology from gaining marketable skills

Globalization, Technology, and the Mass Media

Key Terms

- cyberfeminism** application to and promotion of feminism online
- design patents** patents that are granted when someone has invented a new and original design for a manufactured product
- digital divide** the uneven access to technology around race, class, and geographic lines
- e-readiness** the ability to sort through, interpret, and process digital knowledge
- embodied energy** the sum of energy required for a finished product including the resource extraction, transportation, manufacturing, distribution, marketing, and disposal
- evolutionary model of technological change** a breakthrough in one form of technology that leads to a number of variations, from which a prototype emerges, followed by a period of slight adjustments to the technology, interrupted by a breakthrough
- gatekeeping** the sorting process by which thousands of possible messages are shaped into a mass media-appropriate form and reduced to a manageable amount
- knowledge gap** the gap in information that builds as groups grow up without access to technology
- media** all print, digital, and electronic means of communication
- media globalization** the worldwide integration of media through the cross-cultural exchange of ideas
- misogyny** personal, social, and cultural manifestations of the hatred of girls and women
- narcotizing dysfunction** when people are too overwhelmed with media input to really care about the issue, so their involvement becomes defined by awareness instead of by action about the issue at hand
- neo-Luddites** those who see technology as a symbol of the coldness of modern life
- new media** all interactive forms of information exchange
- panoptic surveillance** a form of constant monitoring in which the observation posts are decentralized and the observed is never communicated with directly
- planned obsolescence** when a technology company plans for a product to be obsolete or unable to be repaired from the time it's created
- plant patents** patents that recognize the discovery of new plant types that can be asexually reproduced
- technological diffusion** the spread of technology across borders
- technological globalization** the cross-cultural development and exchange of technology
- technology** the application of science to solve problems in daily life
- technophiles** those who see technology as symbolizing the potential for a brighter future
- utility patents** patents that are granted for the invention or discovery of any new

and useful process, product, or machine

Media and Technology in Society

Media and technology have been interwoven from the earliest days of human communication. The printing press, the telegraph, and the internet are all examples of their intersection. Mass media has allowed for more shared social experiences, but new media now creates a seemingly endless amount of airtime for any and every voice that wants to be heard. Advertising has also changed with technology. New media allows consumers to bypass traditional advertising venues, causing companies to be more innovative and intrusive as they try to gain our attention.

Global Implications

Technology drives globalization, but what that means can be hard to decipher. While some economists see technological advances leading to a more level playing field where anyone anywhere can be a global contender, the reality is that opportunity still clusters in geographically advantaged areas. Still, technological diffusion has led to the spread of more and more technology across borders into peripheral and semi-peripheral nations. However, true technological global equality is a long way off.

Theoretical Perspectives on Media and Technology

There are myriad theories about how society, technology, and media will progress. Functionalism sees the contribution that technology and media provide to the stability of society, from facilitating leisure time to increasing productivity. Conflict theorists are more concerned with how technology reinforces inequalities among communities, both within and among countries. They also look at how media typically give voice to the most powerful, and how new media might offer tools to help those who are disenfranchised. Symbolic interactionists see the symbolic uses of technology as signs of everything from a sterile futuristic world to a successful professional life.

Communication and Cultural Imperialism

The Cambridge dictionary quite simply defines cultural imperialism as one "culture of a large and powerful country, organization, etc. having a great influence on another less powerful country."

Explanation of Theory:

Cultural Imperialism Theory states that Western nations dominate the media around the world which in return has a powerful effect on Third World Cultures by imposing on them Western views and therefore destroying their native cultures.

Theorists: Herb Schiller

Date: 1973

- Cultural domination and the threat to cultural identity were treated by the MacBride Commission (1980). The commission saw cultural identity endangered by the overpowering influence on and the assimilation of some dominant cultures, though these nations may well be the heirs of more ancient and richer culture. Since diversity is the most precious quality of culture. (*International commission for the study of communication problems, 1980*).
- In 1973 the non-aligned summit at Algiers stated, "It is an established fact that the activity of imperialism is not limited to the political and economic domains, but encompasses social and cultural areas as well, imposing there by a foreign ideological domination on the people of the developing world."

- Schiller (1976) in his work "Communication and Cultural Domination" proposed the use of the term "Cultural imperialism" to describe and explain the way in which large multinational corporation, including the media, of developed countries dominated developing countries. He has been lauded as one of the major proponent of cultural imperialism theory. He interpreted that western civilization produce the majority of the media (film, comics etc.) because they have the money to do so. The rest of the world purchases those productions because it is cheaper for them to do so rather than produce their own. Therefore, third world countries are watching media filled with the western world's way of living, believing and thinking. The third world cultures then start to want and do the same things in their countries and destroy their own culture.
- Barrett (1977) conducted the research on international communication under the heading "media Imperialism". He defined media imperialism as "the process whereby the ownership, structure, distribution or content of the media in any country are singly or together subject to substantial external pressures from the media interests of any other country or countries without proportionate reciprocation of influence by the country so affected." Ogan (1988) posited the axiom that "Third world consumers of (foreign) media products will be influenced by the values inherent in that content, values of an alien and predominantly capitalist system".
- Tomlinson (1991) in his work "Cultural Imperialism: A Critical Introduction" argues that a chief concern identified in the media globalization is that increasing consolidation, globalization and deregulation of media conglomerates has been "Preparing the way for the inexorable advance of a one-dimensional' capitalist culture". Hamelink (1983) argues that the cultural values evolve to fit the economic and environmental constraints faced by the society. When values that may be perfectly harmless in one society are adopted by or imposed upon others, the effects can be devastating. According to the Hamelink, C.J. 'Cultural synchronization' also Known as cultural globalization or imperialism refers to the process by which dominant cultures infiltrate and supercede satellite cultures.

Concept of Cultural Imperialism and Media Imperialism

'Cultural imperialism' as a term emerged in the 1960s (Tomlinson, 1991) and it begun to be studied by theorists in 1970s. It has neo-liberal foundations but cultural production is a complex process and the industries associated with it have more social impact than financial profit.

".....cultural objects are everywhere; as information, as communications, as branded products, as financial services, as media products, as transport and leisure services, cultural entities are no longer the exception: they are the rule. Culture is so ubiquitous that it, as it were, seeps out of the super stricture and comes to infiltrate, and then take over, the infrastructure itself. It comes to dominate both the economy and experience in everyday life. Culture no longer works- in regard to resistance or domination- primarily as a superstructure. It no longer works primarily as hegemonic ideology, as symbols, as representations. In our emergent age of global culture industry, where culture starts to dominate both the economy and the everyday, culture, which was previously a question of representation, becomes thingified."

(Lash & Lury, 2007, p. 4)

Cultural Imperialism: Core Concept

According to the theory of cultural imperialism, less economically prominent cultures essentially import culture from wealthier countries -- chiefly Western countries, which have the economic means necessary to produce a majority of the world's cultural media -- mostly via the global transmission of media. As one society exerts cultural influence over another, the latter society adopts its customs, philosophies, worldviews and general ways of life. Under the imposition of another culture, the "lesser" culture is thought to lose some of its own cultural identity in the process.

Cultural imperialism as a global strategy arose amid Cold War tensions in the United States (Tomlinson, 1991). Soviet Marxism and its economic and political trappings were pitted against Western capitalism and America's version of neoliberal democracy. Ideas, goods, and money flows towards "third" world countries and satellite states perpetuated influence from either domineering world power (Tomlinson, 2002). This concept, the principle of cultural imperialism, suggests that importing hard goods (*infrastructure, machinery*) or soft goods (*democratization, industrialization*) may have an influence over the indigenous culture, either purposefully acculturating the original population or unintentionally bringing external ideals (such as consumerism) which have unintended effects on the original population (Tomlinson, 2002).

Saïd (1993), building on *Orientalism*, writes that despite the end of the Cold War and the "age of empire" after 1945, colonial imperialism left lasting effects on formerly colonized cultures. Therefore, the legacy of colonial imperialism is enacted in *cultural imperialism* in these contemporary cultures, leaving room for international influence vis-a-vis systems of power. Specifically, this power is described by Herbert Schiller wherein the developed, industrial West influences global allocation of resources via cultural imperialism. For Schiller, third world nations are located on the "periphery"; far from the centers of control. Due to their proximity politically or economically, these nations are not in control of their own economic development, instead, they are subject to outside forces determining how development should proceed (Schiller, 1976).

Importantly, Schiller, Tunstall, and Guback argue that cultural imperialism was strengthened by 20th century communication systems. Networked communication systems allow for a complex international system by which television, radio, and motion pictures are exported to the world. According to Jin, cultural exchange in these interlinked nations were unequal. Inequity arose from the fact that massive world powers have greater resources to devote towards infrastructure investment and content creation as compared to smaller nation states. Thus, the efficacy or size of communication systems had a great effect on the ability to produce and sell content.

Lerner (2010) explains these effects as a product of **modernizing**, which happens concurrently with US intervention upon a "third-world" power. Indirectly invoking notions of Weber's protestant ethic, Lerner argues that growth occurs most saliently in communities which associate effort with reward. The aspiration of achievement and the means to get reward, according to Lerner, is a *communication process*. People link what they observe and therefore desire rewards in their own daily lives. For Lerner, communication is the main means of socialization, and socialization is the main agent of social change. It follows that public

communication diffuses new ideas by which people are stimulated to seek change to achieve their desires (Lerner, 2010: 86). *Cultural imperialism's media effects thesis* thereby states that these public communications systems are how the US exerts soft power via its highly developed information systems network.

Individual Interpretations:

Western Civilization produces the majority of the media (film, news, comics, etc.) because they have the money to do so. The rest of the world purchases those productions because it is cheaper for them to do so rather than produce their own. Therefore, Third World countries are watching media filled with the Western world's way of living, believing, and thinking. The third world cultures then start to want and do the same. Things in their countries and destroy their own culture.

Metatheoretical Assumptions:

Ontological Assumptions:

This theory says that humans do not have the free will to choose how they feel, act, think, and live. They react to what they see on television because there is nothing else to compare it to besides their own lives, usually portrayed as less than what it should be.

Epistemological Assumptions:

This theory explains that there is one truth and no matter what that truth never going to change. As long as Third World countries continue to air Western Civilization's programs then the third world countries will always believe they should act, feel, think, and live as Western Civilizations act, feel, think, and live.

Axiological Assumptions:

This theory is value-neutral and objective. It does not matter what beliefs the people of Third World may already hold the television programs from the Western World will communicate the same message and affect them in the same way.

Critique: Scientific Theory.

Explanatory Power: It explains what happens when one group of people with their own ideas sends messages through the media to a different group of people.

Predictive Power: It predicts that Third World countries' culture will be destroyed and the people will identify with Western views.

Parsimony: We can see a direct linear path from sender to receiver through the media channels and then watch the effects.

Cultural Imperialism: Meditating on Media

Although cultural imperialism may also extend to the development of governmental and economic systems, it largely focuses on the assimilation of media, including literature, film, television, music and Internet content, among other forms. This concept, known as media imperialism, refers to a situation in which a culture is chiefly exposed to the media interests of another society rather than their own. This occurs without reciprocation -- the affected country or culture's media is not exported in turn to the influencing country in any significant fashion, making media and cultural imperialism a strictly one-way street.

Falsifiability: The theory could be proved false should the Third World countries not be effected by Western media and they do not lose their culture.

Internal Consistency: There is a logical flow of events and consequences within the theory.

Heuristic Provocativeness: This theory could lead to new hypotheses such as which cultures are effected more than others (if any) or whether low context differ in the reception of messages compared to high context cultures?

Organizing Power: This fits with what we already know about differences between Western civilization and Third World countries.

Example:

Several people have seen the episode of Southpark where one of the students is swapped for a "starving Ethiopian." Should someone in Ethiopia watch this cartoon, the Western stereotype of Ethiopians all starving to death will tell that person that all they are tiny black people who cannot help themselves. If the person is not effected this way the theory is proved false but the relations between American and Ethiopian individuals will still be hurt because of those stereotypes.

Cultural Imperialism: Considering Critiques

Despite the prevalence of the term, the idea of cultural imperialism is not without its detractors. Some point out that the concept assumes that human beings lack free will, painting them as mindlessly assimilating what they absorb through media without retaining their own personal frame of reference. Other critics note that while economic aspects of cultural imperialism can be concretely measured, the cultural component is subjective and difficult or impossible to quantify.

Communication Flow in Global Media

Communication is a vital aspect of human life. It is the exchange of ideas and opinions between and among people. This communication can take place face-to-face or through a channel. International communication can therefore, be described as the form of communication that takes place across borders i.e. between different countries or continents

International communication is very important in global relationships because the world is now interdependent, so countries need mutual interaction and understanding with one another. (Ozuru & Ekeanywu, 2013) This trans-border communication is tightly hinged the united nation declarations of human rights which freedom of information is part of. This has necessitated a free flow of information between countries

This flow of news and information between countries and regions in the world has been a matter that has raised and continues to raise concern among international communication experts. Of special interest is the pattern of information flow between developed countries or first world countries and the developing countries. This concern has led to several issues such as imbalance, media, and cultural imperialism, NWICO (new world information communication order) debate, among others

Imbalance, as the name implies denotes to inequality, unfairness, and partiality. Imbalance in the flow of international communication, therefore, refers to the unequal distribution of news among developed and developing nations. Imbalance has been classified under two types, quantitative and qualitative imbalance

In his magisterial work *The Information Age*, Manuel Castells has argued that flows dominate contemporary life: 'our society is constructed around flows', he writes, 'flows of

capital, flows of information, flows of technology, flows of organizational interactions, flows of images, sounds, and symbols' (Castells, 2000:442). In an increasingly networked global society such flows have shown extraordinary growth in direction, volume and velocity.

In the late 1990s, the UNESCO World Culture Report argued that media globalisation had increased Western cultural influence but noted that it also triggered possibilities of other models based on 'different cultural, institutional and historical backgrounds...such alternatives are likely to multiply in the era of globalisation, in spite of appearances, which may paradoxically witness greater diversity than uniformity' (UNESCO, 1998:23).

The global media landscape in the first decade of the twenty-first century represents a complex terrain of multi-vocal, multimedia and multi-directional flows. The proliferation of satellite and cable television, made possible by digital technology, and the growing use of online communication, partly as a result of the deregulation and privatization of broadcasting and telecommunication networks, have enabled media companies to operate in increasingly transnational rather than national arenas, seeking and creating new consumers worldwide. With the exception of a few powers such as the United States, Britain and France, whose media (particularly broadcasting, both state-run and privately operated) already had an international dimension, most countries have followed a largely domestic media agenda within the borders of a nation-state.

Gradual commercialisation of media systems around the world has created new private networks that are primarily interested in markets and advertising revenues. Nationality scarcely matters in this market-oriented media ecology, as producers view the audience principally as consumers and not as citizens. This shift from a state-centric and national view of media to one defined by consumer interest and transnational markets have been a key factor in the expansion and acceleration of media flows: from North to South, from East to West, and from South to South, though their volume varies according to the size and value of the market.

Imbalance in the flow of information between North and South

Introduction

At the dawn of the 21st century, serious questions are being raised by governments, academicians and average citizens about the implications of the Information Revolution for the worldwide flow of news and information. For the world long used to an established and predictable pattern of news and information mostly flowing from the developed North to the developing South, the Information Revolution was expected to serve as an equalizer in this unequal flow of information. After all, the most revolutionary component of the new information technologies, the Internet, was seen as a truly democratic medium, allowing anyone to disseminate information worldwide with practically negligible transmission costs. Six years after the Internet seeped into people's consciousness across the globe, it is commonly recognized that while it is greatly easier to transmit one's point of view to the other end of the world, how seriously and credibly that point of view is taken is an altogether different matter. In other words, the mere availability of information previously not within reach is not a sufficient factor for it to compete effectively with other information on a common issue. The new information must also be seen to be competing with existing information within the realm of credibility before it can hope to make any significant impression on the information consumer.

The same argument can be made regarding the competitiveness of news and information purveyed by another major component of the Information Revolution -- international satellite television. The global popularity of Ted Turner's Cable News Network (CNN) ever since its live

coverage of the Gulf War in 1990 has spawned scores of satellite television channels by many countries interested in taking their view of events to people regionally and globally. But does China's CCTV, seen in the United States via satellite television dishes, carry the same credibility that, say, the BBC World does across the world? Can the news service of the international channel of Egyptian television compete well with the one provided by Germany's Deutsche Welle TV?

Even when the political factor contributing to credibility problem is removed, can we say that news programs from satellite channels of two democratic countries -- for example, the United States, a superpower, and Pakistan, a developing country -- will carry the same credibility to the global audience? If the answer to these questions were to be "no," then we have to ask the question: What are the factors that contribute to the appeal and credibility of information purveyed by international news organizations? This chapter will address this question and examine the implications of the new world of communication unleashed upon us by the Information Revolution.

This revolution began with the introduction of the fax machine in the early 1980s and has progressed through the stages of cable and satellite television, cellular telephony, and the desk top computer-based Internet, with its multi-media appendages such as voice e-mail and digital radio and video. The European Union has recently done one up on the Americans, the pioneers in information technologies, by pushing forward to introduce Internet-protocol-based devices such as cellular phones with screens and personal digital assistants that, when combined with Internet access services, allow users to effectively manage their communications any time at any place. With the impending severing of the Internet umbilical cord from the desk-top computer, the Information Revolution is about to come of age.

The imbalances that exist between North and South in the field of communication and information cannot be properly grasped without placing the problem in its historical perspective and seeking to understand how it is that those imbalances are more serious at the beginning of the twenty-first century than they were in 1980, when the report of the International Commission for the Study of Communication Problems ("MacBride Report") was published. This look back at the past is all the more essential since, at the time, communication occupied only a marginal position in the programmes of Western development agencies. Indeed, helping the countries of the South in the highly strategic field of communication in the 1970s and 1980s amounted to providing the totalitarian and authoritarian regimes installed in most of those States with the technical and financial means to strengthen their ideological and political propaganda machines and thereby to consolidate their monopoly in the media field, the better to control their populations after reducing them to submissive silence. The end of the "Cold War" and the democratization process that was set in motion on all continents by the fall of the Berlin Wall, together with the remarkable technological progress which, with the passage of time, has brought us from the industrial society to the information society, have confirmed the strategic role of communication, making it a key component of all human activity. However, while millions of individuals, mainly in the industrialized countries, have access to information and knowledge through electronic networks, hundreds of millions of others in the developing countries are deprived of those facilities and are today confined to a kind of "cyber ghetto" in which they are cut off from the emerging information society. Reducing this glaring inequality has today become a priority concern of the whole of the international community, comprising intergovernmental organizations, governments, the private sector and civil society.

Global flows of news and information were the subject of intense debate in international fora in the 1970s. News gathering and reporting has been controversial, both within nations and between nations, as long as mass media have existed, but never -- neither before nor since -- have information flows been debated with such passion as in the 1970s. The United Nations and UNESCO in particular, were the prime arenas where these issues were thrashed out.

In the decades immediately following the Second World War, the media debate was mainly a protracted trench battle in the Cold War, where the West rallied around the principle of "free flow of information" and the Eastern bloc iterated the need for state control. Although this East-West dispute was by no means resolved in the 1960s, the situation changed with the addition of a North-South dimension in the 1970s. Besides the opening of a new front, the focus of the dispute was broadened to include flows of other media products besides news, flows which were assuming increasing importance in international relations. A new perspective on the principle of "free flow of information" came to light.

These developments had their roots in the dramatic changes in world politics that took place in the 1960s. Numerous colonies gained independence from the colonial metropolises. With independence came demands for recognition of the countries' national sovereignty, not only in political terms, but economically and culturally, as well. The undertones in these demands often harmonized with those of the Eastern bloc. At the same time, the newly liberated countries were in dire need of development assistance from the industrialized countries. "Development", the process of evolution toward a modern society, occupied center stage. Scholars and development experts assigned mass communications a central role in the development process.

In the Cold War era the newly independent countries of the third world were of strategic importance to both East and West. Development aid was an important factor for "winning the hearts and minds" of developing countries. New patron-client relationships emerged; old, established ones evolved. The successes achieved by the oil-producing countries in OPEC in the 1970s strengthened the position of the third world as a bargaining partner (albeit rising fuel prices had serious impacts on some developing countries). In succeeding years, the third world made its voice heard in international fora as never before, formulating programs for far-reaching reform. A set of demands that would result in a New International Economic Order was put on the agenda; demands for reform of existing patterns of news and information flows -- in short: a new international information order -- were soon to follow. But a new international information order, in the sense its authors intended, was not to be. After some brief years of debate, the issue disappeared from international agendas.

UNESCO:

International Arena for Issues Relating to Information and Communication Background

The concept of "free flow of information" was formulated in the USA in the final throes of the Second World War. No national frontiers should be allowed to hinder the flow of information between countries. Before the war, Europe and the USA had shared control over the international news market. The USA was, however, excluded from the extensive territories under the control of colonial powers Great Britain and France, who controlled the flows of information in their colonies.

Even while the war was still raging, it was apparent that the USA would emerge from it as a world power. The U.S. saw before them a world without colonial ties, a world that lay open for an expansive economy in the U.S. The information sector was a key factor in paving the way

for economic expansion. People everywhere were tired of the propaganda and censorship that were part of the war effort and welcomed the thought of 'free flows' warmly. The idea of a 'free flow of information' was spread over the world.

Newspaper publishers in the U.S. and representatives of the news agencies Association of Press (AP) and United Press (UP) traveled around the world, preaching the gospel of 'free flow'. It was particularly important to win support for the concept in the United Nations and especially its specialized agency, UNESCO. Thus, UNESCO came to be the main arena in which information and communication issues were debated in the postwar period.

From the start, both the UN and UNESCO have had an explicit commitment to normalizing setting in the field of information and communication. The statutes of both organizations contain injunctions to act to protect and promote freedom of expression and freedom of information. Article 1.2 of the UNESCO Constitution states, for example:

... collaborate in the work of advancing the mutual knowledge and understanding of peoples through all means of mass communication and to that end, recommend such international agreements as may be necessary to promote the free flow of ideas by word or image

This commitment was acted on as early as 1948, when the United Nations convened an international conference on information. International law in the area of information and mass media started with the founding of the UN and UNESCO. From the start, the work on information and the media was closely related to the organizations' work on human rights. A rapid pace of technological development in communications raised the need for international regulation, e.g., with respect to the use of space for communications satellites. As a consequence, information issues were politicized, a development that had a significant impact on UNESCO's subsequent work relating to the sector.

International Agreements Relating to Information and Communication 1945-1979

International agreements, treaties-conventions, declarations and resolutions relating to information and communication that were adopted by the UN General Assembly and UNESCO General Conferences make up an important part of any history of the strivings for a new international information order. No less than 41 conventions and declarations (and six nearly completed drafts) saw the light of day in the postwar period up to 1980. They focus on the legal status of various elements in mass communication and specify objects for regulation on a multilateral basis. They may be seen as attempts to establish a certain order concerning the role of information in the international political system. A study of the many documents allows us to take readings of power relationships and the views on information and communication that prevailed at given points throughout the 35-year period.

More precisely, the 41 documents comprise eight treaties and conventions, six declarations and 27 resolutions. Two out of three were adopted by the General Assembly. It was not until the 1970s that UNESCO made its debut as a setter of norms. The texts deal with several topics: rights and freedoms with regard to information; free flow of information; communication satellites (regulation of media uses); development of third world countries; peace-security; propaganda; discrimination; and a new world information and communication order. The largest number of agreements were adopted in the areas of rights and freedoms, peace security, propaganda, development of third world countries, and free flow of information.

One may also classify the agreements chronologically:

- 1945-1959: freedom of information and development assistance
- 1960-1969: new communications technology prompts regulation
- 1970-1979: prevailing principles are challenged.

Third World Countries' Demand for a New International Information Order The Non-Aligned Countries a Motor Force

The non-aligned countries tabled their demand for a new international information order in the mid-1970s as an extension of already voiced demands for a new world economic order. Although the non-aligned countries could hardly be considered a unit in terms of ideology or political-economic systems and as a group had leanings toward both of the major blocs, they maintained a remarkably united front in relation to the NWICO issue.

Information was first brought up in the context of a 'new international order' at a meeting of the non-aligned countries in Tunis in 1976:

Since information in the world shows a disequilibrium favouring some and ignoring others, it is the duty of non-aligned countries and other developing countries to change this situation and obtain the de-colonization of information and initiate a new international order in information ...

(Report of the Committee, The Non-Aligned Symposium on Information, Tunis, 1976)

UNESCO and the Demand for a New International Information Order The MacBride Commission

The demand of the non-aligned countries for a new international information order in UNESCO brought tensions to a head at the organization's General Conference in 1976, where the formulation of a declaration on mass media topped the agenda. The non-aligned bloc were partly successful, but no declaration was forthcoming from the conference. Instead, a commission, The International Commission for the Study of Communication Problems, known as the 'MacBride Commission', was appointed to study all manner of problems of communication in the world. One of its chief tasks was to analyse communication problems, in their different aspects, within the perspective of the establishment of a new international economic order and of the measures to be taken to foster the institution of a 'new world information order'.

(UNESCO Work Plan for 1977-1978, 19C/5 Approved § 4155)

Director-General M'Bow formulated the Commission's brief or terms of reference in four points:

- a) to study the current situation in the fields of communication and information and to identify problems which call for fresh action at the national level and a concerted, overall approach at the international level. The analysis of the state of communication in the world today, and particularly of information problems as a whole, should take account of the diversity of socio-economic conditions and levels and types of development;
- b) to pay particular attention to problems relating to the free and balanced flow of information in the world, as well as the specific needs of developing countries, in accordance with the decisions of the General Conference;
- c) to analyze communication problems, in their different aspects, within the perspective of the establishment of a new international economic order and of the measures to be taken to foster the institution of a 'new world information order';

- d) to define the role which communication might play in making public opinion aware of the major problems besetting the world, in sensitizing it to these problems and helping gradually to solve them by concerted action at the national and international levels. (Many Voices, One World, p 42)

Mac Bride Commission Reports

Q: How Mac Bride Commission reports analyze communication problems in modern societies? Discuss its recommendations in detail. (CSS-2017)

The Report of the MacBride Commission

The phrase, "new world information order", which was used in the terms of reference of the MacBride Commission, was rather short-lived within UNESCO, being used only two years. In the final text of the mass media declaration that was adopted in 1978, the wording is "a new, more just and effective world information and communication order". One might interpret the change as a further adaptation to the position of the Western countries in that the new wording may be taken to mean not a totally new order, but an improvement of the status quo ante. The addition of "communication" may be seen as an attempt to encourage thinking about information flows, etc., as processes rather than phenomena. These shifts are also present in the title of the Commission's final report: *Many Voices, One World. Communication and Society, Today and Tomorrow. Towards a New, More Just and More Efficient World Information and Communication Order*, which was submitted to UNESCO's Director-General in Spring 1980.

- 1) The volume consists of five parts. The first four report the findings of studies in four areas: 1) "Communication and Society" (*historical and contemporary perspectives and the international dimension*),
- 2) "Communication Today" (means of communication, expanding infrastructures, concentration, interaction, participants, disparities),
- 3) "Problems and Issues of Common Concern" (flaws in communication flows, dominance in communication contents, democratization of communication, images of the world, the public and public opinion),
- 4) "The Institutional and Professional Framework" (communication policies, material resources, research contributions, the professional communicators, rights and responsibilities of journalists, norms of professional conduct).

The recommendations of the MacBride Commission with the aim of bringing about a more just and efficient world information and communication order focus almost entirely on conventional mass media. This, despite the fact that the Commission's terms of reference were much broader in scope. The importance of traditional communication is referred to in the introductory remarks accompanying the recommendations, but none of the recommendations concern traditional forms or channels of communication. Media technology is the only aspect besides mass media to be considered.

The recommendations are highly structure-oriented; most of them concern media institutions and media organizations. Fewer than a handful treat media content (advertising and news), and not many more than that concern media audiences (education in the development process, horizontal communication, the special communication needs of certain groups).

In a number of the recommendations the Commission assigns the media specific functions. The mobilization function is stressed in relation to development, the continuity function in relation to cultural identity, the information function with respect to news gathering, and both information

and interpretive functions in relation to democratization of communication. Elements of both change and integration are present.

The UNESCO acknowledged these concerns and set up a commission under Sean MacBride. This was known as MacBride Commission, they came out with a report "Many Voices, One World". Also part of this commission was acclaimed author Gabriel Garcia Marquez.

They came up with a really long report with approx 80 points stating how the media should evolve so as to make it fair and peaceful for the world.

US and UK felt this was restricting free press and saw no need to curb their gains. They left the UNESCO over this matter and rejoined it only in 2003 and 1997 respectively.

The members of the MacBride Commission were:

Alie Abel	USA
Hubert Beuve-Méry	France
Elebe Ma Ekonz	Zaire
Gabriel García Márquez	Colombia
Sergei Losev	Soviet Union
Mochtar Lubis	Indonesia
Mustapha Masmoudi	Tunisia
Michio Nagai	Japan
Fred Isaac Akporuaro Omu	Nigeria
Bogdan Osolnik	Yugoslavia
Gamal El Oteifi	Egypt
Johannes Pieter Pronk	Netherlands
Juan Somavía	Chile
Boobli George Verghese	India
Betty Zimmerman	Canada, in substitution of Marshal McLuhan, then ill

MacBride Report

Many Voices One World, also known as the *MacBride report*, was a 1980 UNESCO publication written by the *International Commission for the Study of Communication Problems*, chaired by Irish Nobel laureate Seán MacBride. Its aim was to analyze communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a kind of communication order (New World Information and Communication Order) to diminish these problems to further peace and human development.

Among the problems the report identified were concentration of the media, commercialization of the media, and unequal access to information and communication. The commission called for democratization of communication and strengthening of national media to avoid dependence on external sources, among others. Subsequently, Internet-based technologies considered in the work of the Commission, served as a means for furthering MacBride's visions.

While the report had strong international support, it was condemned by the United States and the United Kingdom as an attack on the freedom of the press, and both countries withdrew from UNESCO in protest in 1984 and 1985, respectively (and later rejoined in 2003 and 1997, respectively).

Communication is a key to get people closure. Communication is a center of all relation to establish society and bring flow of information among people. Mass media had played important role in conveying information in society. Communication brings to different world closure as social networking site is doing and the concept of MacBride report is same.

McBride commission report was issued in 1980. It was published by UNESCO. The aim of the McBride report was to solve the problem occurs in communication for development of society. According to Mwakisha "detailed the inequalities existing in the flow of information between the North and the South, with the latter only on the receiving end and the former determining what information was best for the rest of the world." The report emphasized both receiving and communicating information as rights and "argued that Western cultural and financial dominance over the poorer nations through the media denied those countries any growth and development." The leader of McBride committee was Irish journalist Sean McBride. The committee was setup to suggest a kind of New World Information and communication order (NWICO) to diminish the problems. A wide range of issues were raised as part of NWICO discussions. Some of these involved long-standing issues of media coverage of the developing world and unbalanced flows of media influence. But other issues involved new technologies with important military and commercial uses. The developing world was likely to be marginalized by satellite and computer technologies. The problems pointed out by the report were pertaining to the concentration of media, unequal access of information and communication another issue that was raised was that of the importance of strengthening the National Media to avoid dependence on external sources.

The Commission worked in eight sessions over more than two years on numerous documents, finally coming up with the final Mac Bride report in October, 1980. During the course of its being made many experts from different countries called the task as "impossible" and yet Mac Bride managed to come up with consensus among all the participating members. During the process the report had strong international support, it was condemned by the United States and the United Kingdom as an attack on the freedom of the press, and both countries withdrew from UNESCO in protest in 1984 and 1985, respectively. The UNESCO General Conference in Belgrade approved the Mac Bride Report in October 1980 despite the anticipated controversial debate. The main aim of the report was to analyze communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a kind of communication order to diminish these problems to further peace and human development. It made a generally proposal-based summary of measures for change to favor Fairness, independency and democracy. It included nearly all the main theses of the arguments raised by the Third World. Among other problems that the report identified were concentration of the media, commercialization of the media, and unequal access to information and communication. The main problems that the reporters faced were commercialization of the media, and unequal access to information and communication. The report till date is still being analyzed and assessed and after nearly 30 years of its being formed today people understand the value and importance of the clauses of the report. What need to be dealt with today are the one-way flow of communication, vertical and horizontal concentration, trans-nationalization, informational isolation and democratization.

Despite from many clashes if McBride report will there in today's world then the communication will become more powerful in communicating all over world. It supported the democratization of communication characterized by equal opportunities of access, dialogue and

participation for all including strengthening of national media to avoid dependence on external sources. McBride report remove the negativity comes due to communication between first world country and third world country. The one way communication brings clashes in making good society. McBride report can use now for betterment of society in communication. If communication will not there then the society will not form. Communication makes life simple by communicating views and opinion to share with others. After so many years of issuing McBride reports now people are realizing it's important in current scenario. The knowledge of political economical cultural is increased between developed and under developed countries. Mac Bride report has come up to provide platform to the First World countries and the Third World countries by the mode of Globalization with too many new ideas and helping hands. As per my thinking McBride report is very important in today's world for bringing first world and third world countries close through good communication. If it will not their then there will be a dispute lack of communication and growing mistrust between countries will create a war. McBride report will be work if it should apply for good propose. A quick decision should be taken for this report so that we can have a happy and peaceful society and no war can happen in future there will be a good use of communication.

The MacBride Report 1980 / Recommendations

1. Strengthening Independence and Self-Reliance

Communication Policies

- Communication be no longer regarded merely as an incidental service and its development left to chance. Recognition of its potential warrants the formulation by all nations, and particularly developing countries, of comprehensive communication policies linked to overall social, cultural, economic and political goals. Such policies should be based on inter-ministerial and interdisciplinary consultations with broad public participation. The object must be to utilize the unique capacities of each form of communication, from interpersonal and traditional to the most modern, to make people and societies aware of their rights, harmonize unity in diversity, and foster the growth of individuals and communities within the wider frame of national development in an interdependent world.
- As language embodies the cultural experience of people all languages should be adequately developed to serve the complex and diverse requirements of modern communication. Developing nations and multilingual societies need to evolve language policies that promote all national languages even while selecting some, where necessary, for more widespread use in communication, higher education and administration. There is also need in certain situations for the adaptation, simplification, and standardization of scripts and development of keyboards, preparation of dictionaries and modernized systems of language learning, transcription of literature in widely-spoken national languages. The provision of simultaneous interpretation and automated translation facilities now under experimentation for cross-cultural communication to bridge linguistic divides should also be envisaged.
- A primary policy objective should be to make elementary education available to all and to wipe out illiteracy, supplementing formal schooling systems with non-formal education and enrichment within appropriate structures of continuing and distance learning (through radio, television and correspondence).

- Within the framework of national development policies, each country will have to work out its own set of priorities, bearing in mind that it will not be possible to move in all directions at the same time. But, as far as resources allow, communication policies should aim at stimulating and encouraging all means of communication.

Strengthening Capacities

- Developing countries take specific measures to establish or develop essential elements of their communication systems: print media, broadcasting and telecommunications along with the related training and production facilities.
- Strong national news agencies are vital for improving each country's national and international reporting. Where viable, regional networks should be set up to increase news flows and serve all the major language groups in the area. Nationally, the agencies should buttress the growth of both urban and rural newspapers to serve as the core of a country's news collection and distribution system.
- National book production should be encouraged and accompanied by the establishment of a distribution network for books, newspapers and periodicals. The stimulation of works by national authors in various languages should be promoted.
- The development of comprehensive national radio networks, capable of reaching remote areas should take priority over the development of television, which, however, should be encouraged where appropriate. Special attention should be given to areas where illiteracy is prevalent.
- National capacity for producing broadcast materials is necessary to obviate dependence on external sources over and beyond desirable program exchange. This capacity should include national or regional broadcasting, film and documentary production centers with a basic distribution network.
- 10...Adequate educational and training facilities are required to supply personnel for the media and production organizations, as well as managers, technicians and maintenance personnel. In this regard, co-operation between neighboring countries and within regions should be encouraged.

Basic Needs

- The communication component in all development projects should receive adequate financing. So-called "development support communications" are essential for mobilizing initiatives and providing information required for action in all fields of development - agriculture, health and family planning, education, religion, industry and so on.
- Essential communication needs to be met include the extension of basic postal services and telecommunication networks through small rural electronic exchanges.
- The development of a community press in rural areas and small towns would not only provide print support for economic and social extension activities. This would also facilitate the production of functional literature for neo-literates as well.
- Utilization of local radio, low-cost small format television and video systems and other appropriate technologies would facilitate production of programs relevant to community development efforts, stimulate participation and provide opportunity for diversified cultural expression.
- The educational and informational use of communication should be given equal priority with entertainment. At the same time, education systems should prepare young people for communication activities. Introduction of pupils at primary and secondary levels to the

forms and uses of the means of communication (how to read newspapers, evaluate radio and television programs, use elementary audio-visual techniques and apparatus) should permit the young to understand reality better and enrich their knowledge of current affairs and problems.

- Organization of community listening and viewing groups could in certain circumstances widen both entertainment and educational opportunities. Education and information activities should be supported by different facilities ranging from mobile book, tape and film libraries to programmed instruction through "schools of the air".
- Such activities should be aggregated wherever possible in order to create vibrant local communication resource centers for entertainment, education, information dissemination and cultural exchange. They should be supported by decentralized media production centers; educational and extension services should be location specific if they are to be credible and accepted.
- It is not sufficient to urge that communication be given a high priority in national development; possible sources of investment finance must be identified. Among these could be differential communication pricing policies that would place large burdens on more prosperous urban and elite groups; the taxing of commercial advertising may also be envisaged for this purpose.

Particular Challenges

- A major international research and development effort to increase the supply of paper. The worldwide shortage of paper, including newsprint and its escalating cost impose crushing burdens upon struggling newspapers, periodicals and the publication industry, above all in the developing countries. Certain ecological constraints have also emerged. UNESCO, in collaboration with FAO, should take urgent measures to identify and encourage production of paper and newsprint either by recycling paper or from new sources of feedstock in addition to the wood pulp presently produced largely by certain northern countries. Kenaf, bagasse, tropical woods and grasses could possibly provide alternative sources. Initial experiments are encouraging and need to be supported and multiplied.
- Tariffs for new transmission, telecommunication rates and air mail charges for the dissemination of news, transport of newspapers, periodicals, books and audio-visual materials are one of the main obstacles to a free and balanced flow of information. This situation must be corrected, especially in the case of developing countries, through a variety of national and international initiatives. Governments should in particular examine the policies and practices of their post and telegraph authorities. Profits or Revenues should not be the primary aim of such agencies. They are instruments for policy-making and planned development in the field of information culture. Their tariffs should be in line with larger national goals. International action is also necessary to alter telecommunication tariffs that militate heavily against small and peripheral users. Current international consultations on this question may be brought to early fruition, possibly at the October 1980 session of the 154 nation International Telegraph and Telephone Consultative Committee, which should have before it specific proposals made by a UNESCO-sponsored working group on "Low Telecommunication Rates" (November 1979). UNESCO might, in cooperation with ITU also sponsor an overall study on international telecommunications services by means of satellite transmission in

collaboration with Intelsat, Intersputnik and user country representatives to make proposals for international and regional co-ordination or geostationary satellite development. The study should also include investigation of the possibility and practicalities of discounts for transmission of news and preferential rates for certain types of transmission to and from developing countries. Finally, developing countries should investigate the possibility of negotiating preferential tariffs on bilateral or regional basis.

- The electro-magnetic spectrum and geostationary orbit, both finite natural resources, should be more equitably shared as the common property of mankind. For that purpose, we welcome the decisions taken by the World Administrative Radio Conference (WARC), Geneva, September-November 1979, to convene a series of special conferences over the next few years on certain specific topics related to the utilization of these resources.

II. Social Consequences and New Tasks

Integrating Communication into Development

- Promotion of dialogue for development as a central component of both communication and development policies. Implementation of national policies should be carried out through three complementary communication patterns; first, from decision-makers towards different social sectors to transmit information about what they regard as necessary changes in development actions, alternative strategies and the varying consequences of the different alternatives; second, among and between diverse social sectors in a horizontal information network to express exchange views on their different demands, aspirations, objective needs and subjective motivations; third, between decision-makers and all social groups through permanent participatory mechanisms for two-way information flows to elaborate development goals and priorities and make decisions on utilization of resources. Each one of these patterns requires the design of specific information programs, using different communication means.
- In promoting communication policies, special attention should be given to the use of non-technical language and comprehensible symbols, images and forms to ensure popular understanding of development issues and goals. Similarly, development information supplied to the media should be adapted to prevailing news values and practices, which in turn should be encouraged to be more receptive to development needs and problems.

Facing the Technological Challenge

- Devising policy instruments at the national level in order to evaluate the positive and negative social implications of the introduction of powerful new communication technologies. The preparation of technological impact surveys can be a useful tool to assess the consequences for life-styles, relevance for under-privileged sectors of society, cultural influence, effects of employment patterns and similar factors. This is particularly important when making choices with respect to the development of communication infrastructures.
- Setting up national mechanisms to promote participation and discussion of social priorities in the acquisition or extension of new communication technologies. Decisions with respect to the orientation given to research and development should come under closer public scrutiny.
- In developing countries the promotion of autonomous research and development should be linked to specific projects and programs at the national, regional and inter-regional

levels, which are often geared to the satisfaction of basic needs. More funds are necessary to stimulate and support adaptive technological research. This might also help these countries to avoid problems of obsolescence and problems arising from the non-availability of particular types of equipment, related spare parts and components from the advance industrial nations.

- The concentration of communication s technology in a relatively few developed countries and transnational corporations has led to a virtual monopoly situations in this field. To counteract these tendencies and international measures are required, among them reform of existing patent laws and conventions, appropriate legislation and international agreements.

Strengthening Cultural Identity

- Establishment of national cultural policies which should foster cultural identity and creativity and involve the media in these tasks. Such policies should also contain guidelines for safeguarding national cultural development. While promoting knowledge of other cultures. It is in relation to others that each culture enhances its own identity. Comment by Mr. S. MacBride: *"I wish to add that owing to the cultural importance of spiritual and religious values and also in order to restore moral values, policy guidelines should take into account religious beliefs and traditions"*.
- Communication and cultural policies should ensure that creative artists and various grassroots groups can make their voices heard through the media. The innovative uses of film, television or radio by people of different cultures should be studied. Such experiments constitute a basis for continuing cultural dialogue, which could be furthered by agreements between countries and through international support.
- Introduction of guidelines with respect to advertising content and the values and attitudes it foster in accordance with national standards and practices. Such guidelines should be consistent with national development policies and efforts to preserve cultural identity. Particular attention should be given to the impact of children and adolescents. In this connection, various mechanisms such as complaint boards or consumer review committees might be established to afford the public the possibility of reacting against advertising which they feel inappropriate.

Reducing the Commercialization of Communication

- In expanding communication systems, preference should be given to non-commercial forms of mass communication. Promotion of such types of communication should be integrated with the traditions, culture, development objectives and socio-political system of each country. As in the field of education, public funds might be made available for this purpose. While acknowledging the need of the media for revenues, ways and means should be considered to reduce the negative effects that the influence of market and commercial considerations have in the organization and content of national and international communication flows.
- That consideration be given to changing existing funding patterns of commercial mass media. In this connection, reviews could be made of the way in which the relative role of advertising volume and costs pricing policies, voluntary contributions, subsidies, taxes, financial incentives and supports could be modified to enhance the social function of mass media and improve their service to the community.

Access to Technical Information

- Developing countries should pay particular attention to: (a) the correlation between education, scientific and communication policies, because their practical application frequently overlaps; (b) the creation in each country of one or several centers for the collection and utilization of technical information and data, both from within the country and from abroad; (c) to secure the basic equipment necessary for essential data processing activities; (d) the development of skills and facilities for computer processing and analysis of data obtained from remote sensing.
- Developed countries should foster exchanges of technical information on the principle that all countries have equal rights to full access to available information. It is increasingly necessary, in order to reduce inequalities in this field, to promote co-operative arrangements for collection, retrieval, processing and diffusion of technological information through various networks, regardless of geographical or institutional frontiers. UNISIST, which provides basic guidelines for voluntary co-operation among and between information systems and services, should further develop its activities.
- Developing countries should adopt national informatics policies as a matter of priority. These should primarily relate to the establishment of decision-making centers (inter-departmental and inter-disciplinary) which would inter alia (a) assess technological alternatives; (b) centralize purchases; (c) encourage local production of software; (d) promote regional and sub-regional co-operation (in various fields, including education, health and consumer services).
- At the international level, consideration should be given to action with respect for (a) systematic identification of existing organized data processing infrastructures in various specialized fields; (b) agreement on measures for effective multi-country participation in the programs; (c) planning and administration of existing or developing data infrastructures; (d) analysis of commercial and technical measures likely to improve the use of informatics by developing countries; (e) agreement of international priorities for research and development that is of interest to all countries in the field of informatics.
- Transnational corporations should supply to the authorities of the countries in which they operate, upon request and on a regular basis as specified by local laws and regulations, all information required for legislative and administrative purposes relevant to their activities and specifically needed to assess the performance of such entities. They should also provide the public, trade unions and other interested sectors of the countries in which they operate with information needed to understand the global structure, activities and policies of the transnational corporation and their significance for the country concerned.

III. Professional Integrity and Standards

Responsibility of Journalists

- The importance of the journalist's mission in the contemporary world demands steps to enhance his standing in society. In many countries even today, journalists are not regarded as members of an acknowledged profession and they are treated accordingly. To overcome this situation, journalism needs to raise its standards and quality for recognition everywhere as a genuine profession.
- To be treated as professionals, journalists require broad educational preparation and specific professional training. Programs of instruction need to be developed not only for entry-level recruits, but also for experienced personnel who from time to time would

benefit from special seminars and conferences designed to refresh and enrich their qualifications. Basically, programs of instruction and training should be conducted on national and regional levels.

- Such values as truthfulness, accuracy and respect for human rights are not universally applied at present. Higher professional standards and responsibility cannot be imposed by decree, nor do they depend solely on the goodwill of individual journalists, who are employed by institutions which can improve or handicap their professional performance. The self-respect of journalists, their integrity and inner drive to turn out work of high quality are of paramount importance. It is this level of professional dedication, making for responsibility that should be fostered by news media and journalists' organizations. In this framework, a distinction may have to be drawn between media institutions, owners and managers on the one hand, and journalists on the other.
- As in other professions, journalists and media organizations serve the public directly and the public, in turn, is entitled to hold them accountable for their actions. Among the mechanisms devised up to now in various countries for assuring accountability, the Commission sees merit in press or media councils, the institution of the press ombudsman and peer group criticism of the sort practiced by journalism reviews in several countries. In addition, communities served by particular media can accomplish significant reforms through citizen action. Specific forms of community involvement in decision-making will vary, of course, from country to country. Public broadcasting stations, for example can be governed by representative boards drawn from the community. Voluntary measures of this sort can do much to influence media performance. Nevertheless, it appears necessary to develop further effective ways by which the right to assess mass media performance can be exercised by the public.
- Codes of professional ethics exist in all parts of the world, adopted voluntarily in many countries by professional groups. The adoption of codes of ethics at national and in some cases, at the regional level is desirable, provided that such codes are prepared and adopted by the profession itself -- without governmental interference.

Towards Improved International Reporting

- All countries should take steps to assure admittance of foreign correspondents and facilitate their collection and transmission of news. Special obligations in this regard, undertaken by the signatories to the Final Act of the Helsinki conference, should be honored and, indeed liberally applied. Free access to news sources by journalists is an indispensable requirement for accurate, faithful and balanced reporting. This necessarily involves access to unofficial, as well as official sources of information, that is, access to the entire spectrum of opinion within any country.
- Conventional standards of news selection and reporting, and many accepted news values, need to be reassessed if readers and listeners around the world are to receive a more faithful and comprehensive account of events, movements and trends in both developing and developed countries. The inescapable need to interpret unfamiliar situations in terms that will be understood by a distant audience should not blind reporters or editors to the hazards of narrow ethnocentric thinking. The first step towards overcoming this bias is to acknowledge that it colors the thinking of virtually all human beings, journalists included, for the most part without deliberate intent. The act of selecting certain news items for publication while rejecting others, produces in the minds of the audience a picture of the

world that may well be incomplete or distorted. Higher professional standards are needed for journalists to be able to illuminate the diverse cultures and beliefs of the modern world, without their presuming to judge the ultimate validity of any foreign nation's experience and traditions.

- To this end, reporters being assigned to foreign posts should have the benefit of language training and acquaintance with the history, institutions, politics, economics and cultural environment of the country or region in which they will be serving.
- The press and broadcasters in the industrialized world should allot more space and time to reporting events in and background material about foreign countries in general and news from the developing world in particular. Also, the media in developed countries -- especially the "gatekeepers", editors and producers of print and broadcasting media who select the news items to be published or broadcast -- should become more familiar with the cultures and conditions in developing countries. Although the present imbalance in news flow calls for strengthening capacities in developing countries, the media of the industrialized countries have their contribution to make towards the correction of these inequalities.
- To offset the negative effects of inaccurate or malicious reporting of international news, the right of reply and correction should be further considered. While these concepts are recognized in many countries, their nature and scope vary so widely that it would be neither expedient nor realistic to propose the adoption of any international regulations for their purpose. False or distorted news accounts can be harmful, but the voluntary publication of corrections or replies is preferable to international normative action. Since the manner in which the right of reply and correction as applied in different countries varies. Significantly, it is further suggested that: (a) the exercise of the international right of reply and correction be considered for application on a voluntary basis in each country according to its journalistic practices and national; legal; framework'. (b) the United Nations, in consultation with all concerned bodies, explore the conditions under which this right could be perfected at the international level, taking into account the cumbersome operation of the 1952 Convention on the International Right of Correction; (c) media institutions with an international reach define on a voluntary basis internal standards for the exercise of this right and make them publicly available..
- Intelligence services of many nations. Have at one time or other recruited journalists to commit espionage under cover of their professional duties. This practice must be condemned. It undermines the integrity of the profession and in some circumstances, can expose other journalists to unjustified suspicion or physical threat. The Commission urges journalists and their employers to be on guard against possible attempts of this kind. We also urge governments to refrain from using journalists for purposes of espionage.

Protection of Journalists

- The professional independence and integrity of all those involved in the collection and dissemination of news, information and views to the public should be safeguarded. However, the Commission does not propose special privileges to protect journalists in the performance of their duties, although journalism is often a dangerous profession. Far from constituting a special category, journalists are citizens of their respective countries, entitled to the same range of human rights as other citizens. One exception is provided in

the Additional Protocol to the Geneva Conventions of 12 August 1949, which applies only to journalists on perilous missions, such as in areas of armed conflict. To propose additional measures would invite the dangers entailed in a licensing system since it would require some body to stipulate who should be entitled to claim such protection. Journalists will be fully protected only when everyone's human rights are guaranteed.

- That UNESCO should convene a series of round tables at which journalists, media executives, researchers and jurists can periodically review problems related to the protection of journalists and propose additional appropriate measures to this end.

IV. Democratization of communication

Human Rights

- All those working in the mass media should contribute to the fulfillment of human rights, both individual and collective, in the spirit of the UNESCO Declaration on the Mass Media and the Helsinki Final Act, and the International Bill of Human Rights. The contribution of the media in this regard is not only to foster these principles, but also to expose all infringements, wherever they occur, and to support those whose rights have been neglected or violated. Professional associations and public opinion should support journalists subject to pressure or who suffer adverse consequences from their dedication to the defense of human rights.
- The media should contribute to promoting the just cause of peoples struggling for freedom and independence and their right to live in peace and equality without foreign interference. This is especially important for all oppressed peoples who while struggling against colonialism, religious and racial discrimination, are deprived of any opportunity to make their voices heard within their own countries.
- Communication needs in a democratic society should be met by the extension of specific rights such as the right to be informed, the right to inform, the right to privacy, the right to participate in public communication -- all elements of a new concept the right to communicate. In developing what might be called a new era of social rights, we suggest all the implications of the right to communicate be further explored.

Removal of Obstacles

- All countries adopt measures to enlarge sources of information needed by citizens in their everyday life. A careful review of existing laws and regulations should be undertaken with the aim of reducing limitations, secrecy provisions and other constraints in information practices.
- Censorship or arbitrary control of information should be abolished (1) In areas where reasonable restrictions may be considered necessary, these should be provided for by law, subject to judicial review and in line with the principles enshrined in the United Nations Charter, The Universal Declaration of Human Rights and the International Covenants relating to human rights, and in other instruments. Adopted by the community of nations.
- Special attention should be devoted to obstacles and restrictions which derive from the concentration of media ownership, public or private, from commercial influences on the press and broadcasting, or from private or governmental advertising. The problem of financial conditions under which the media operate should be critically reviewed, and measures elaborated to strengthen editorial independence.
- Effective legal measures should be designed to: (a) limit the process of concentration and monopolization; (b) circumscribe the action of transnational by requiring them to comply

with specific. Criteria and conditions defined by national legislation and development policies; (c) reverse trends to reduce the number of decision-makers at a time when the media's public is growing larger and the impact of communication is increasing; (d) reduce the influence of advertising upon editorial and policy and broadcast programming; (e) seek and improve models which would ensure greater independence and autonomy of the media concerning their management and editorial policy, whether these media are under private public or government ownership.

Diversity and Choice

- The building of infrastructures and the adoption of particular technologies should be carefully matched to the need for more abundant information to a broader public from a plurality of sources
- Attention should be paid to the communication needs of women. They should be assured adequate access to communication means and those images of them and of their activities are not distorted by the media or in advertising.
- The concerns of children and youth, national, ethnic, religious, linguistic minorities, people living in remote areas and the aged and handicapped also deserve particular consideration. The constitute large and sensitive segments of society and have special communication needs.

Integration and Participation

- Much more attention be devoted to use of the media in living and working environments. Instead of isolating men and women, the media should help integrate them into the community.
- Readers, listeners and viewers have generally been. Treated as passive receivers of information. Those in charge of the media should encourage their audiences to play a more active role in communication by allocating more newspaper space, or broadcasting time, for the views of individual members of the public or organized social groups.
- The creation of appropriate communication facilities at all levels, leading towards new forms of public involvement in the management of the media and new modalities for their funding.
- Communication policy-makers should give far greater importance to devising ways whereby the management of the media could be democratized -- while respecting national customs and characteristics -- by associating the following categories: (a) journalists and professional communicators; (b) creative artists; (c) technicians; (d) media owners and managers; (e) representatives of the public. Such democratization of the media needs the full support and understanding of all those working in them and this process should lead to their having a more active role in editorial policy and management.

V. Fostering international co-operation

Partners for Development

- The progressive implementation of national and international measures that will foster the setting up of a new world information and communication order. The proposals contained in this report can serve as a contribution to develop the varied actions necessary to move in that direction.
- International co-operation for the development of communications be given equal priority with and within sectors (e.g. health, agriculture, industry, science, education, etc.) as

information is a basic resource for individual and collective advancement and for all-round development. This may be achieved by utilizing funds provided through bilateral government agreements and from international and regional organizations, which should plan a considerable increase in their allocations for communication, infrastructures, equipment and program development. Care should be taken that assistance is compatible with developing countries' priorities. Consideration should also be given to provision of assistance on a program rather than on a strict project basis.

- The close relationship between the establishment of a new international economic order and the new world information and communication order should be carefully considered by the technical bodies dealing with these issues. Concrete plans of action linking both processes should be implemented within the United Nations system. The United Nations, in approving the international development strategy should consider the communications sector as an integral element of it and not merely as an instrument of public information.

Strengthening Collective Self-reliance

- The communication dimension should be incorporated into existing programs and agreements for economic co-operation between developing countries.
- Joint activities in the field of communication, which are under way between developing countries should be developed further in the light of the overall analysis and recommendations of this Report. In particular, attention should be given to co-operation among national news agencies, to the further development of the News Agencies Pool and broadcasting organizations of the non-aligned countries as well as to the general exchange on a regular basis of radio, TV programs and films.
- With respect to co-operation in the field of technical information, the establishment of regional and sub-regional data banks and information processing centers and specialized documentation centers should be given a high priority. They should be conceived and organized, both in terms of software and management, according to the particular needs of co-operating countries... Choices of technology and selection of foreign enterprises should be made so as not to increase dependence in this field.
- Mechanisms for sharing information of a non-strategic nature could be established particularly in economic matters. Arrangements of this nature could be of value in areas such as multilateral trade negotiations, dealing with transnational corporations and banks, economic forecasting, and medium and long-term planning and other similar fields.
- Particular efforts should be undertaken to ensure that news about other developing countries within or outside their region. Receive more. Attention and space in the media. Special projects could be developed to ensure a steady flow of attractive and interesting material inspired by news values which meet developing countries' information needs.
- Measures to promote links and agreements between professional organizations and communication researchers of different countries should be fostered. It is necessary to develop networks of institutions and people working in the field of communication in order to share and exchange experiences and implement joint projects of common interest with concrete operational contents.

International Mechanisms

- The Member States of UNESCO should increase their support to the Organization's program in this area. Consideration should be given to organizing a distinct communication sector, not simply in order to underline its importance, but to emphasize

that its activities are inter-related with the other major components of UNESCO's work -- education, science and culture (1) In its communications activities, UNESCO should concentrate on priority areas. Among these are assistance to national policy formulation and planning, technical development, organizing professional meetings and exchanges, promotion and co-ordination of research, and elaboration of international norms.

- 76...Better co-ordination of the various communication activities within UNESCO and those throughout the United Nations System. A thorough inventory and assessment of all communications development and related programs of the various agencies should be undertaken as a basis for designing appropriate mechanisms to carry out the necessary consultation, co-operation and co-ordination.
- It would be desirable for the United Nations family to be equipped with a more effective information system, including a broadcast capability of its own and possibly access to a satellite system. That would enable the United Nations to follow more closely world affairs and transmit its message more effectively to all the peoples of the earth. Although such a proposal would require heavy investment and raise some. Complex issues, a feasibility study should be undertaken so that a carefully designed project could be prepared for deliberation and decision
- Consideration might be given to establishing within the framework of UNESCO as International Centre for the Study and Planning of information and Communication. Its main tasks would be to: (a) promote the development of national communication systems in developing countries and balance and reciprocity in international information flows; (b) mobilize resources required for that purpose and manage the funds put at its disposal; (c) assure co-ordination among parties interested in communication development and involved in various co-operation programs and evaluate results of bilateral and multilateral activities in this field; (d) organize round tables, seminars, and conferences for the training of communication planners, researchers and journalists, particularly those specializing in international problems; and (e) keep under review communications technology transfers between developed and developing countries so that they are carried out in the most suitable conditions. The Centre may be guided by a tripartite coordinating council composed of representatives of developing and developed countries and of interested international organizations. We suggest UNESCO should undertake further study of this proposal for consideration at the 1980 session of the General Conference

Towards International Understanding

- National communication policies should be consistent with adopted international communication principles and should seek to create a climate of mutual understanding and peaceful co-existence among nations. Countries should also encourage their broadcast and other means of international communication to make the fullest contribution towards peace and international co-operation and to refrain from advocating national, racial or religious hatred and incitement to discrimination, hostility, violence or war.
- Due attention should be paid to the problems of peace and disarmament, human rights, development and the creation of a new communication order. Mass media both printed and audiovisual, should be encouraged to publicize significant documents of the United Nations, of UNESCO, of the world peace movements, and of various other international

and national organizations devoted to peace and disarmament. The curricula of schools of journalism should include study of these international problems and the views expressed on them within the United Nations.

- All forms of co-operation among the media, the professionals and their associations, which contribute to the better knowledge of other nations and cultures, should be encouraged and promoted.
- Reporting on international events or developments in individual countries in situations of crisis and tension requires extreme care and responsibility. In such situations in the media often constitute one of the few, if not the sole, links between combatants or hostile groups? This clearly casts on them a special role which they should seek to discharge with objectivity and sensitivity.
- The recommendations and suggestions contained in our Report do not presume to cover all topics and issues calling for reflection and action. Nevertheless, they indicate the importance and scale of the tasks which face every country in the field of information and communication, as well as their international dimensions which pose a formidable challenge to the community of nations.
- Our study indicates clearly the direction in which the world must move to attain a new information and communication order -- essentially a series of new relationships arising from the advances promised by new communication technologies which should enable all peoples to benefit. The awareness already created on certain issues, such as global imbalances in information flows, suggests that a process of change has resulted and is under way. The power and promise of ever-new communication technologies and systems are, however, such as to demand deliberate measures to ensure that existing communication disparities do not widen. The objective should be to ensure that men and women are enabled to lead richer and more satisfying lives.

B. Issues requiring further study

I. Increased Interdependence

- Studies are necessary to define more precisely the interdependence of interests of rich and poor countries, as well as of countries belonging to different socio-political systems. Research undertaken to date has not adequately explored this community of interests; more substantial findings are desirable as background for eventual future measures leading to wider co-operation. Similar studies are necessary to prepare more diversified co-operative efforts among developing countries themselves.
- For the same purpose, indicators should be worked out to facilitate comparison of the results obtained through various media in different countries.
- As international co-operation depends on mutual understanding, language barriers are a continuing problem. There is a certain imbalance in the use of international languages and studies might be undertaken with a view to improving the situation.

II. Improved Co-ordination

- A new information and communication order cannot be developed on the basis of sporadic projects and initiatives, and without a solid research base. Feasibility studies are needed to ensure better co-ordination of activities in many fields, particularly at an initial stage, involving (a) news collection and supply; (b) data banks; (c) broadcast program banks for exchange purposes; (d) exchange of data gathered by remote sensing.

III. International Standards and Instruments

- The texts of international instruments (of the League of Nations, the United Nations and UN Agencies, intergovernmental organizations, etc.) as well as draft texts which have long run up against political barriers should be reviewed in order to promote further international legislation in this area, since only by extending its scope will it be possible to overcome certain difficulties and to regulate certain aspects of the new world communication order.
- Studies should be undertaken to identify, if possible, principles generally recognized by the profession of journalism and which take into account the public interest. This could also encompass further consideration, by journalists' organizations themselves, of the concept of an international code of ethics. Some fundamental elements for this code might be found in the UNESCO Declaration on the Mass Media as well as in provisions common to the majority of existing national and regional codes.
- Studies should be undertaken on the social, economic and cultural effects of advertising, to identify problems and to suggest solutions, at the national and international levels, possibly including study of the practicability of an international advertising code, which could have as its basis the preservation of cultural identity and protection of moral values.

IV. Collection and Dissemination of News

- The scope of the Round Tables, mentioned in Recommendation 51 above, could be enlarged, after appropriate studies, to include other major problems related to the collection and dissemination of international news, particularly. Professional, ethical and juridical. Aspects.

V. Protection of Journalists

- Further studies should be made for the safeguarding of journalists in the exercise of their profession. The possibility might be explored of setting up some mechanism whereby when a journalist is either refused or deprived of his identity card he would have a right of appeal to a professional body, ideally with adequate judicial authority to rectify the position. Such studies should also look into the possibility of the creation of an international body to which a further appeal could be made in the final resort.

VI. Greater Attention to Neglected Areas

- The concentration of the media in the developed regions, and the control of or access to them enjoyed by the affluent categories of the population, should be corrected by giving particular attention to the needs of the less developed countries and those of rural areas. Studies should be undertaken to evaluate these needs, to determine priorities and to measure the likely rate of return of future investments. Considerations might be given for example to (a) the feasibility of generalizing sound and television broadcasting and expanding telephone networks in rural areas; (b) the efficacy of possible government measures to expand distribution of receiving sets (e.g. through special facilities, tax exemptions, low-interest loans, subsidies, etc.) and (c) technological possibilities and innovations (e.g. the production of high-power generators for areas without electricity etc.)

VII. More Extensive Financial Resources

- The scarcity of available resources for communication development, both at national and international levels, highlights the need for further studies in three different areas: (a) identification of country priorities for national and international financing; (b) evaluation

of the cost-effectiveness of existing investments; (c) the search for new financial resources.

- As far as new resources are concerned, several possibilities might be explored; (a) marshaling of resources deriving from surplus profits on raw materials; (b) establishment of an international duty (1) on the use of electromagnetic spectrum and geostationary orbit space for the benefit of developing countries; (c) levying of an international duty (2) on the profits of transnational corporations producing transmission facilities and equipment for the benefit of developing countries and for the partial financing of the cost of using international communication facilities (cable, telecommunication networks, satellites, etc.).
- Responding to its wide mandate, the Commission has sought to identify major problems and trends and has recommended certain lines of action. Apart from recommendations coming from the Commission as a whole, some of its members made additional suggestions, considering that the interest for new issues will continue to grow.
- It is important to realize that the new order we seek is not only a goal but a stage in a journey. It is a continuing quest for ever more free, more equal, more just relations within all societies and among all nations and peoples. This Report represents what we believe we have learned. And this, above all is what we wish to communicate.

Paris, December 1980

After the publication of the "MacBride Report", the North/South imbalances are as stark as ever

The "Cold War" now belongs to history, and yet no one will be surprised to learn that, twenty years after the appearance of the "MacBride Report", the imbalances observed at that time between North and South are as conspicuous as ever all over the world. However, some qualifications should be made to this statement. In the 1970s, most States were governed by totalitarian or authoritarian regimes primarily concerned with stifling any penchant for protest, mainly by exerting strict control over the information media within their borders. Since then, following the fall of the Berlin Wall in particular, many States of the South have embarked on the path of democracy, admittedly with varying degrees of success, since some have slowed down or, indeed, halted this trend, and have reverted to authoritarianism. In the countries in democratic transition, one of the first steps taken by the newly-elected authorities was to liberalize the media by creating the necessary conditions for freedom of the press, pluralism and media independence to become key components of the new democratic society. Thus, in sub-Saharan Africa, the independent press enjoyed a remarkable boom in the 1990s, in most cases at the initiative of local editors and journalists who, more often than not, had extremely limited resources at their disposal but were inspired by a fierce determination to make their voices heard. This extraordinary turn of events was given international legitimacy by the Windhoek Declaration on promoting an independent and pluralistic African press, which was adopted in May 1991 at a seminar organized jointly in the Namibian capital by UNESCO and the United Nations (Department of Public Information). The declaration, which defines the necessary conditions for the establishment of a free, independent and pluralistic African press, has become a reference text of universal scope, especially since the UNESCO General Conference, on the proposal of the African member States, endorsed it at its 28th session in November 1995.

On the other hand, the electronic media in Africa have developed much more slowly and diversely. While television has remained a State monopoly almost everywhere, radio, in contrast,

was rapidly democratized in a number of countries. Acting on the principle that radio is, and will long continue to be, the most popular medium of communication among the poor and illiterate populations of Africa, a continent with an oral tradition, several national and international development agencies have encouraged and supported the establishment of rural and community radio stations. Thus, by organizing and running their own media, hundreds of disadvantaged and isolated communities today offer their members, particularly women, the possibility of making their voices heard, expressing their views on policies and decisions which affect their lives, demanding that those policies and decisions reflect their priorities, holding their leaders accountable and, in so doing, participating in political life and assuming real responsibility for their own development. In this connection, rural and community radio stations may be considered a genuine instrument of governance.

While international aid to the media of the South remained very limited up to the end of the 1980s (and for good reason, since assistance would have had to be given mainly to propagandist media in the hands of dictatorial regimes), it is interesting to note that, from the early 1990s, assistance to the independent media became a fully integrated component of numerous development aid programmes, even though in absolute terms it still lags far behind the other fields of assistance.

The dominant position of the major international multimedia groups

Returning to the North/South imbalances in the field of communication, although substantial gains have been made in a number of countries in democratic transition in the South where the traditional media, the written press and particularly radio are concerned, even more significant gains have been made in the industrialized countries of the North as a result of technological advances. Unfortunately, therefore, it seems likely that the imbalances became even more marked between 1980 and 2000, particularly in respect of production and broadcasting capacity. The influence of the major Western press agencies, so heavily criticized at the time of the NWICO, has today given way to that of the major international multimedia groups, which have the capacity to combine under a single banner the production, broadcasting and distribution of a range of products meeting all media requirements (text, voice, image, data, etc.). These international multimedia groups are in a position not only to provide live coverage for major world events, but also to broadcast them on a real-time basis, anywhere in the world, disregarding both natural geographical obstacles and the political borders between States. Thanks to satellite systems, information which previously had to pass through the censor's office in certain countries, "falls from the sky and enters through the roof" directly into the user's home, by means of a TV dish aerial, cable or the Internet.

While the dominant position of the major multimedia groups is particularly noteworthy at the time of international crises and exceptional events, it is also a very real feature of daily programming in the context of information and entertainment, not to mention educational programmes. However, attention should be drawn to an interesting phenomenon: it is no longer just the major Western companies, particularly those of the United States that are the main providers of audiovisual programmes. For some years now, various countries of the South, such as Brazil, Mexico, India and Egypt, to name but a few, have gained a firm foothold in the international audiovisual market, particularly at the regional level, thereby disrupting the traditional North/South dichotomy which has characterized trade in the media field. The great regional nations of Africa, Asia, Latin America and the Arab world have, thanks to their demographic potential and their cultural and linguistic homogeneity, become important centres of

creation, distribution and broadcasting. They in turn are sometimes accused of "cultural imperialism" by their "small", poor neighbours, and even by those that are not so poor! Indeed, the small countries of Europe are not far from sharing the same feelings with regard to their bigger neighbours - France, Germany or Russia!

International Communication in the Internet Age

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Net (both the World Wide Web and the Internet) Note the difference between the Internet and the World Wide Web:

The Internet is a computer network consisting of a worldwide network of computer networks and cables that use the TCP/IP network protocols to facilitate data transmission and that offer text, graphics, sound and animation resources through the hypertext transfer protocol) is fundamentally a tool to allow people around the globe to communicate with each other. Until the early 1990s, the Internet was simply a network of computers used to transmit government data and enable academic research and conversations. With the advent of the World Wide Web by Tim Berners Lee in early 1990s and online subscription service providers such as America OnLine (AOL), CompuServe and Prodigy, the Internet traffic began its exponential upswing.

According to Silicon Valley Historical Association, following the brief time line of the growth and evolution of the Internet

1957	The USSR launches the first satellite, Sputnik. To compete against the USSR's success at launching the first satellite, the United States Department of Defense creates the Advanced Research Projects Agency (ARPA). ARPA is responsible for the development of new technology for use by the military.
1969	The first host-to-host Advanced Research Projects Agency Network (ARPANET) connection is made on October 25, 1969, between the University of California at Los Angeles, and the Stanford Research Institute, Inc. (SRI) in Menlo Park, California. ARPANET is the world's first operational packet switching network and the core network of a set that came to compose the global Internet.
1972	ARPANET begins to be used for communicating email.
1973	The term "Internet" begins to be used.
1976	Comet, the first commercial email software, is offered by the Computer Corporation of America for \$40,000.
1981	Al Gore coins the term for the Internet "The Information Superhighway."
1990	The phrase "World Wide Web" is coined by Tim Berners-Lee.
1992	Internet registration begins for .com, .net, .org, .edu, and .gov.
1999	The Internet takes off as part of the world's fastest growing information network and the MOSAIC Web Browser is born on the University of Illinois at Urbana-Champaign campus. The World Wide Web is developed in CERN, the Institute for Particle Physics in Switzerland.
1995	The independent programming language, JAVA, is created by Jim

was rapidly democratized in a number of countries. Acting on the principle that radio is, and will long continue to be, the most popular medium of communication among the poor and illiterate populations of Africa, a continent with an oral tradition, several national and international development agencies have encouraged and supported the establishment of rural and community radio stations. Thus, by organizing and running their own media, hundreds of disadvantaged and isolated communities today offer their members, particularly women, the possibility of making their voices heard, expressing their views on policies and decisions which affect their lives, demanding that those policies and decisions reflect their priorities, holding their leaders accountable and, in so doing, participating in political life and assuming real responsibility for their own development. In this connection, rural and community radio stations may be considered a genuine instrument of governance.

While international aid to the media of the South remained very limited up to the end of the 1980s (and for good reason, since assistance would have had to be given mainly to propagandist media in the hands of dictatorial regimes), it is interesting to note that, from the early 1990s, assistance to the independent media became a fully integrated component of numerous development aid programmes, even though in absolute terms it still lags far behind the other fields of assistance.

The dominant position of the major international multimedia groups

Returning to the North/South imbalances in the field of communication, although substantial gains have been made in a number of countries in democratic transition in the South where the traditional media, the written press and particularly radio are concerned, even more significant gains have been made in the industrialized countries of the North as a result of technological advances. Unfortunately, therefore, it seems likely that the imbalances became even more marked between 1980 and 2000, particularly in respect of production and broadcasting capacity. The influence of the major Western press agencies, so heavily criticized at the time of the NWICO, has today given way to that of the major international multimedia groups, which have the capacity to combine under a single banner the production, broadcasting and distribution of a range of products meeting all media requirements (text, voice, image, data, etc.). These international multimedia groups are in a position not only to provide live coverage for major world events, but also to broadcast them on a real-time basis, anywhere in the world, disregarding both natural geographical obstacles and the political borders between States. Thanks to satellite systems, information which previously had to pass through the censor's office in certain countries, "falls from the sky and enters through the roof" directly into the user's home, by means of a TV dish aerial, cable or the Internet.

While the dominant position of the major multimedia groups is particularly noteworthy at the time of international crises and exceptional events, it is also a very real feature of daily programming in the context of information and entertainment, not to mention educational programmes. However, attention should be drawn to an interesting phenomenon: it is no longer just the major Western companies, particularly those of the United States that are the main providers of audiovisual programmes. For some years now, various countries of the South, such as Brazil, Mexico, India and Egypt, to name but a few, have gained a firm foothold in the international audiovisual market, particularly at the regional level, thereby disrupting the traditional North/South dichotomy which has characterized trade in the media field. The great regional nations of Africa, Asia, Latin America and the Arab world have, thanks to their demographic potential and their cultural and linguistic homogeneity, become important centres of

creation, distribution and broadcasting. They in turn are sometimes accused of "cultural imperialism" by their "small", poor neighbours, and even by those that are not so poor! Indeed, the small countries of Europe are not far from sharing the same feelings with regard to their bigger neighbours - France, Germany or Russia!

International Communication in the Internet Age

The Internet has revolutionized the computer and communications world like nothing before. The invention of the telegraph, telephone, radio, and computer set the stage for this unprecedented integration of capabilities. The Net (both the World Wide Web and the Internet- Note the difference between the Internet and the World Wide Web:

The Internet is a computer network consisting of a worldwide network of computer networks and cables that use the TCP/IP network protocols to facilitate data transmission and exchange. The World Wide Web is a computer network consisting of a collection of internet sites that offer text, graphics, sound and animation resources through the hypertext transfer protocol) is fundamentally a tool to allow people around the globe to communicate with each other. Until the early 1990s, the Internet was simply a network of computers used to transmit government data and enable academic research and conversations. With the advent of the World Wide Web by Tim Berners Lee in early 1990s and online subscription service providers such as America OnLine (AOL), CompuServe and Prodigy, the Internet traffic began its exponential upswing.

According to Silicon Valley Historical Association, following the brief time line of the growth and evolution of the Internet

1957	The USSR launches the first satellite, Sputnik. To compete against the USSR's success at launching the first satellite, the United States Department of Defense creates the Advanced Research Projects Agency (ARPA). ARPA is responsible for the development of new technology for use by the military.
1969	The first host-to-host Advanced Research Projects Agency Network (ARPANET) connection is made on October 25, 1969, between the University of California at Los Angeles, and the Stanford Research Institute, Inc. (SRI) in Menlo Park, California. ARPANET is the world's first operational packet switching network and the core network of a set that came to compose the global Internet.
1972	ARPANET begins to be used for communicating email.
1973	The term "Internet" begins to be used.
1976	Comet, the first commercial email software, is offered by the Computer Corporation of America for \$40,000.
1981	Al Gore coins the term for the Internet "The Information Superhighway."
1990	The phrase "World Wide Web" is coined by Tim Berners-Lee.
1992	Internet registration begins for .com, .net, .org, .edu, and .gov.
1999	The Internet takes off as part of the world's fastest growing information network and the MOSAIC Web Browser is born on the University of Illinois at Urbana-Champaign campus. The World Wide Web is developed in CERN, the Institute for Particle Physics in Switzerland.
1995	The independent programming language, JAVA, is created by Jim

	Gosling at Sun Microsystems. And, Yahoo! is founded in Santa Clara, California, and provides a web search engine, email service, mapping and more.
2001	Wikipedia is launched.
2004	Facebook is founded in Cambridge, Massachusetts.
2005	YouTube launches.
2006	Twitter is founded in San Francisco, California.
2011	Twitter and Facebook are the primary means of communication for the Arab Spring

The New Social Media and its Effects on Developing World

New Media

New media can be defined as interactive forms of communication that use the Internet, including podcasts, blogs, vlogs, social networks, text messaging, wikis, virtual worlds and all other computer aided communication formats available online. New media makes it possible for anyone to create, modify, and share content and share it with others, using relatively simple tools that are often free or inexpensive. New media requires a computer or mobile device with Internet access.

New media tools can:

- Connect people with information and services.
- Collaborate with other people—including those within their organization or community.
- Create new content, services, communities, and channels of communication that help people deliver information and services

Characteristics of New Media

Over the traditional media like newspapers, television and radio, new media have the following advantages:

- Capacity to overcome the lack of time and space though it is limited with screen size, downloading time, server capacity etc.
- **Flexibility:** New media can handle variety of forms for the information it presents—words, pictures, audio, video, and graphics.
- **Immediacy:** New media can deliver information immediately, often as events are unfolding.
- **Immediacy is variety:** New media can cover different aspects of news at a time
- **Hypertextuality:** New media can connect one format of information with other formats and sources of information through hyperlinks.
- **Interactivity:** New media have human-machine communication system.
- **Multimediality:** Unlike traditional media, new media can contain various types of media format on a single platform. We can watch television and listen to radio, and read newspapers on a webpage.
- **Cost effective.** Compared to other media, webpage production is cost effective and environment friendly.
- **Extended Access:** We can get access to the web or new media sources wherever we are.

Social Media Networks

Andreas Kaplan and Michael Haenlein (*Professor of Marketing at the business school*

ESCP) define social media as "a group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user-generated content. Kietzmann says that social media employ mobile and web-based technologies to create highly interactive platforms via which individuals and communities share, cocreate, discuss, and modify user-generated content. It introduces substantial and pervasive changes to communication between organizations, communities and individuals

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Blogs

A blog is basically a journal that is available on the web. It is derived from the term 'Web Log'. The activity of updating a blog is "blogging" and someone who keeps a blog is a "blogger." Blogs are typically updated daily using software that allows people with little or no technical background to update and maintain the blog. Postings on a blog are almost always arranged in chronological order with the most recent additions featured most prominently. It is common for blogs to be available as RSS (Really Simplified Syndication) feeds. www.blogspot.com, www.wordpress.org are some of the free blog hosting sites.

Different types of social media include collaborative projects such as Wikipedia, blogs such as Blogger, social networking sites like Facebook, content communities like YouTube and virtual worlds like Second Life. As of 2012, social media has become one of the most powerful sources for news updates through platforms such as Facebook, Blogger, Twitter, WordPress, LinkedIn, Pinterest, Google+, Tumblr, MySpace and Wikia

Vlogs

A video blog or video log, sometimes shortened to vlog is a form of blog for which the medium is video, and is a form of web television. The word derived from the term Video Web Log. On January 2, 2000, Adam Kontras posted a video alongside a blog entry aimed at informing his friends and family of his cross-country move to Los Angeles in pursuit of show business, marking the first post on what would later become the longest-running video blog in history.

Social media differentiates from traditional/industrial media in many aspects such as quality reach, frequency, usability, immediacy and permanence. The internet usage effects of social media as of 2012 are, according to Nielsen, that internet users continue to spend more time in social media than any other site. At the same time, the total time spent on social media in the U.S. across PC and mobile devices increased by 37 percent to 121 billion minutes in July 2012 compared to 88 billion minutes in July 2011.

Podcast

A podcast is a type of digital media consisting of an episodic series of audio radio, video, PDF, or ePub files subscribed to and downloaded through web syndication or streamed online to a computer or mobile device. The word is derived from "broadcast" and "pod" from the success of the iPod, as podcasts are often listened to on portable media players. (en.wikipedia.org/wiki/Podcast)

Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, microblogging, wikis, social networks, podcasts, photographs or pictures, video, rating and social bookmarking. Kaplan and Haenlein created a classification scheme with six different types of social media: collaborative projects (for example, Wikipedia),

blogs and microblogs (for example, Twitter), content communities (for example, YouTube), social networking sites (for example, Facebook), virtual game worlds (e.g., World of Warcraft), and virtual social worlds (e.g. Second Life). Technologies include: blogs, picture-sharing, vlogs, wall-postings, email, instant messaging, music-sharing, crowdsourcing and voice over IP, to name a few. Many of these services can be integrated via social network aggregation platforms. Social media network websites include sites like Facebook, Twitter, Bebo and MySpace.

News Portals

A web portal is a web site that brings information together from diverse sources in a uniform way. Usually, each information source gets its dedicated area on the page for displaying information (a portlet); often, the user can configure which ones to display. Apart from the standard search engines feature, web portals offer other services such as e-mail, stock prices, information, databases and entertainment. Portals provide a way for enterprises to provide a consistent look and feel with access control and procedures for multiple applications and databases, which otherwise would have been different entities altogether. Hence, news portal is a web portal dedicated to disseminate news and related information. Normally, news portals are managed by media organizations and media professionals

Social media has drastically changed how we communicate. Not too long ago, we communicated through the mail, on a land-line telephone, and in person. Today, we send text messages; leave voice messages; use instant messenger; send emails; talk through headphones, cell phones, and online video phones; and, of course, interact through the Internet where a plethora of social media tools has redefined communication. Such a redefinition has had an enormous effect. The entire paradigm of social media has altered the basic rules of communication, especially between business and their audiences. The one-way communication methods of the recent past—business-to-customer and business-to-business—have been replaced by a more robust multidimensional communication model. That model is collectively called social media

The Rules of Social Media.

- To communicate effectively in the social media world means understanding the new rules of the road. People want:
- To have a say.
- Meaningful dialogue.
- To be engaged and involved in the process.
- Personal interactions with others.
- To be listened to.
- To help shape what they find useful.
- To connect with others engaged in similar activities.
- Plain talk
- Communication to be genuine and relevant.
- To conduct business with ethical companies who work transparently.
- To be in partnership.

Understanding Social Media.

While the tools and kinds of social media are many and their implementations seemingly boundless, they all share a common set of characteristics that meet the rules of social media. Herewith, then, are the five C's of social media:

- 1) **Conversation.** No longer is the communication one-way, broadcast or somehow sent to a passive audience. Social media is at least a two-way conversation, and often a multidimensional conversation. *Social media engages everyone involved.*
- 2) **Contribution.** Social media encourages contributions and reactions from anyone who is interested. 'Encourage' is the key here; social media solicits an interaction, positive and negative, by making it easy to contribute.
- 3) **Collaboration.** Social media promotes an exchange of information between you and your audience, and among audience members, by inviting participation. Creating a quick and simple collaborative platform requires that information be organized and easily distributed.
- 4) **Connection.** Accessing information on the Internet only takes a click. Social media thrives on connections, within its own Web vehicles and through links to other sites, resources, people, and automatic feeds. People can even create their own personalized site of connections.
- 5) **Community.** The fundamental characteristic of social media is the creation of community: a fellowship and relationship with others who share common attitudes, interests, and goals (such as friendship, professionalism, politics, and photography). Communities form quickly and communicate effectively. Communities build goodwill from members to the hosting organization and among members. While these communities are only virtual, with members seldom meeting each other in person, they are no less robust than the physical communities in which we live, and in many ways more robust from the simple fact that barriers are removed.

Social Media in Developing Countries

Internet use is widespread throughout the world; and in recent years, developing countries have been catching up to the U.S. – both in their adoption of mobile technology as well as their use of social media. This article looks at how social media has and continues to develop in emerging countries.

In 2013, Pew Research conducted a study of social media use in more than 20 developing countries. Of the countries surveyed, here is how the results stacked up in terms of social media use:

Argentina	75 percent
Bolivia	71 percent
Brazil	73 percent
Chile	76 percent
China	48 percent
Egypt	88 percent
El Salvador	75 percent
Ghana	77 percent
Indonesia	84 percent
Jordan	84 percent
Kenya	76 percent
Lebanon	72 percent
Malaysia	76 percent
Mexico	77 percent

Nigeria	83 percent
Philippines	86 percent
Russia	86 percent
Senegal	75 percent
South Africa	62 percent
Tunisia	85 percent
Turkey	79 percent
United States –	73 percent
Venezuela	83 percent

Evidence shows that compared with the U.S., Internet users in developing countries are relatively advanced in their use of social media! In fact, despite having less online users than other, more developed countries; emerging nations demonstrate that those who *do* go online are early adopters/users of social media by comparison.

According to Pew Research, once people in emerging countries gain access to the Internet, they begin to adopt it into their lives very quickly. Among the top social sites used in developing countries, Facebook and Twitter rank the highest.

It is also important to take into consideration that mobile devices, while widespread, varies across developing countries. For instance, smartphone ownership is more common in countries that have a higher level of per capita income. Traditional cell phones still outnumber smartphones in emerging countries with texting being the most popular activity. The pervasiveness of cell phones in less developed countries is due, in large part, to the lack of available landline connections. Pew Research states that, in many developing countries, they have skipped over landlines completely and have moved directly to mobile technology.

Eagerness to Use Social Media

So, why is there more of an eagerness to use social media in developing countries? In her article, *Social Media and Development*, Crysta Highfield posits that social media serves multiple purposes in developing countries – from political coordination to history and culture preservation, to accountability.

In one example, Highfield cites the use of social media as a means of cultural preservation in Cambodia:

Traditionally the job of ethnographers, local populations in developing countries have begun telling their own stories and describing their own history and culture through social media. The Monduliri Resource and Documentation Centre in Cambodia, run by both ethnic majority and Bunlong staff and volunteers, uses Facebook, Blogger, Flickr, Issuu, SoundCloud, and YouTube to preserve and broadcast stories, songs, and resources that are valued by local indigenous communities.

The Far Reaching Power of Social Media in Emerging Countries

In January of 2011, Egypt's president, President Hosni Mubarak, caused uproar when he shut down the Internet for five days across the entire country, costing an estimated \$90 million. Why? He wanted to "halt the flow of communication and coordinated assembly taking place over social media platforms, like Facebook and Twitter."

In an article, published in the Harvard Human Rights Journal, Amir Hatem Ali goes on to explain the cause and effect of social media and the incredible power it asserted in the 2011 Egyptian uprising:

In the two weeks leading up to and including the first few days of the protest, Egyptians created 32,000 Facebook groups and 14,000 Facebook pages. The role that social media played in the Egyptian uprising is striking. Social media brought to the Egyptian people a sense of self-empowerment — through the capacity to speak and assemble — that was previously not there.

Social Media as a Form of Empowerment

Social media use has incredible power — to share ideas, express opinions, share breaking news, as well as promote causes that are important to various groups and organizations. In developing countries, this is no different.

As the 2013 Pew Research study pointed out, many Internet users in developing countries are early adopters of social media, in part, because they are eager to try out the latest technology. In doing so, many social media users in emerging countries are using social media as a form of empowerment as well as self-preservation.

In a recent article, published in December 2014, David Girling explains the sheer influence that social media has to empower citizens of emerging countries by giving them a voice — a platform on which to speak about important social issues.

In particular, Girling references a trip to Uganda in which he was able to observe social media in action with RAHU, a Ugandan nonprofit youth-led organization that aims to address key issues surrounding Ugandan youth, such as HIV, STIs, and unintended pregnancy:

During the workshop they demonstrated the power of Twitter by setting up the hashtag #consentat14. The age of consent in Uganda is currently 18 but teenage pregnancy is prevalent, so the group asked provocative questions such as 'Have parents failed their children in education about safe sex' and 'Has the government failed in promoting contraception.' If there are so many teenage pregnancies, why not reduce the age of consent to 14. The hashtag had over 900,000 impressions and received interest from TV, Radio and newspapers including Urban TV and XFM.

Future Social Media Usage in Developing Countries

A growing number of people in developing countries (such as Uganda) are using mobile devices, such as tablets, cell phones, and smartphones because they are more affordable than laptops.

The way in which developing countries interact on social media is quite different from how developed countries, like the U.S. Americans are more 'visual', opting to share pictures, videos, and other images versus developing countries where the users lack mobile devices that have cameras. Therefore, most of the information shared is in text form.

As developing countries continue to grow in their mobile device use, the way in which they use social media is also bound to change. In time, we will likely see the emergence of more smartphones, and thus more sharing of images as well as the utilization of different social media channels to access and share information

Can Social Media Help Developing Countries?

Social Media as an Equalizer: Social media helps bring access to information to anyone who can see it. In developing countries this means that people in rural areas, or with little access to services can now obtain educational, mobile health and financial services in ways that were impossible before mobile technology and the spread of social media. As one World Health Organization article recently stated "One fact sheet or an emergency message about an outbreak can be spread through Twitter faster than any influenza virus."

Social Media Saves Lives: Social media provides real-time insight into the lives of people around the world. As a result when major illnesses occur social media is often the first to know. Clever monitoring of social media can predict disease outbreaks and enable intervention to begin often weeks before the traditional methods would pick up similar results. The Chronicle of Education recently concluded that "Twitter Tracks Cholera Outbreaks Faster than Health Authorities." Likewise Science Daily reports that Twitter has been used to predict flu outbreaks.

Social Media for Economic Empowerment: Be it providing micro-lending or crop prices, social media is helping to empower those at the bottom of the economic ladder. Farmers in developing countries often do not know what the going price is for the crops they are growing. The World Bank's International Finance Corporation (IFC) details a project they have funded to help rural farmers via SMS messages, "By providing farmers current market information, even rural farmers can make educated, cost effective decisions when buying and selling their crops. As a result, they are more likely to see greater returns."

Social Media to Mobilize Public Opinion: Many of the examples cited here include using social media to mobilize public opinion — whether it be to protest, to learn, or to strive for fairness. Other examples include more targeted campaigns such as the video and campaign to catch Joseph Kony — the rebel leader who has brutalized Uganda and neighboring countries. Likewise, when the SOPA anti-piracy bill came up for a vote many popular websites protested by going black or putting up messages to gain support to kill the bill. The results were swift and impressive in moving political will.

Social Media for Organizing Protests: Social media is well known for the ability to coordinate protests. The best examples of this are throughout the Middle East during the Arab Spring. Twitter, especially, played a critical role in enabling protesters to organize, meet and resist government security. The Wired article Facebook, Twitter Help the Arab Spring Blossom provides a good glimpse into this phenomenon.

YouTube to Share Atrocities & Rights Violations: Prior to smart phones, it took special gear to capture everyday life on video. Before YouTube it was difficult to share your video — even if you had important, unique footage. Now many people have a video camera in their pocket or handbag at all times and can share the footage with the world in an instant. This has had a dramatic effect in many realms — not least of which is the ability for those in developing countries to share atrocities in nearly real-time. This footage from Cairo to Syria has helped to focus world attention even when traditional media has not been present.

Social Media for Fair and Just Elections: Social media can help document and disseminate vote rigging and voting rights violations. TechPresident.com documented One Bulgarian nonprofit that created a mobile app called "I vote." The platform informs users of their voting rights and obligations and will let them monitor the fairness of the election.

Social Media to Monitor and Report on Corruption: Social media is being used to expose corruption and help root it out. One important player is the websites "iReport" where individuals can provide the details of bribes they gave and the officials who took them. Likewise, it was a young Tunisian man who is often credited with starting the Arab Spring by setting himself on fire to bring attention to the corruption of the local police. He began the revolution... but social media allowed to spread and organize.

Social Media Growth in the Developing World

- 1) 2/3 of people in developing countries lack internet access
- 2) As the developed world inches closer universal internet access (now 82% penetration) there remains a significant digital divide between data haves and have-nots. According to the International Telecommunications Union, two thirds of the population of the world's developing countries still don't have access to the internet
- 3) There are 7 million cell phone subscriptions worldwide
- 4) The biggest opportunity to close the gap is mobile. By the end of 2015, according to the ITU, there will be more than 7 million cell phone subscriptions worldwide—97% penetration globally. As users gain access to data through existing subscriptions, millions in the developing world will join social media as either mobile-first or mobile-only users
- 5) Mobile data coverage grew from 58% to 95% between 2001 and 2015
- 6) Having access to a cell phone network now means having access to mobile internet almost everywhere. Between 2001 and 2015, the percentage of the global population that has access to a mobile data network grew from 58% to 95% (ITU). At this point, cost is a bigger barrier to getting connected for most people than technology.
- 7) 1GB of data per month of data costs less than 5% of the average income in 111 countries
- 8) Given that affordability remains a key barrier, an increasingly important metric to watch is the number of markets in which an internet connection, either fixed or mobile, isn't prohibitively expensive relative to incomes. Currently, 1GB of data costs less than 5% of gross national income per capita in 111 countries (ITU). In countries with rapidly growing economies, like Nigeria, the income side of that equation is accelerating adoption
- 9) 65% of Nigerians think Facebook is the Internet In a recent poll conducted by mobile surveying company Geopoll and World Wide Worx, 65 percent of Nigerians agreed with the statement "Facebook is the internet." While the poll's methodology leaves room for doubt in the results, it stands as evidence that getting online for the first time in the social era for most users also means adopting social media to some degree. Internet.org's response was that "a key guideline for developer participation in Internet.org is to encourage the exploration of the entire internet."
- 10) 700,000 Nigerians used social media to ensure a free and fair election
- 11) Nigeria's historic April election marked the first time an opposition candidate in the country had democratically unseated an incumbent head of state. One of the world's fastest-growing internet markets, Nigeria now has 75 million users, 700,000 of whom took to social media to report results from locally developed voter-monitoring applications, Revoda and Nigeria Elections, helping to ensure the real results stood.
- 12) Internet.org is available to more than a billion people in 17 countries through more than a dozen providers
- 13) 50% of Internet.org's new users start paying for data within the first month
- 14) While Internet.org offers free access to basic internet services, half of the users who got connected for the first time via the project sign up for mobile data service within their first 30 days online. Internet.org claims its new users are realizing the benefits of being online and deciding to spring for the full Monty
- 15) Internet usage in Pakistan is growing at 15%

- 16) Pakistan is Twitter's fastest-growing market
- 17) In 2015, advertisers will spend \$23.7 billion on social media Up 33% from 2014, the eMarketer, will give the major networks all the revenue they need to fund innovative new-market expansion efforts like Internet.org. Or maybe just the cash to buy emerging platforms in target markets.
- 18) The year 2014 started off with a total of 11.6 million active Facebook users and added one million Pakistanis in Jan 2014 alone. By the end of 2014, Pakistan reached about 17 million Facebook users, with more than 50% users in the 18-34 age brackets, and with the majority of the remaining below 18 years.

Chapter

4

Media and Society

Mass Media and Social Change

"By making one part of a country aware of other parts, their people, arts, customs, and politics; by permitting the national leaders to talk to the people, and people to the leaders and to each other; by making possible a nation-wide dialogue on national policy; by keeping the national goals and national accomplishments always before the public--thus modern communication, widely used, can help weld together isolated communities, disparate subcultures, self-centered individuals and groups, and separate developments into a truly national development."

-*"Father of Communication Studies", Wilbur Schramm-*

Social Change

Social change refers to an alteration in the social order of a society. Social change may include changes in nature, social institutions, social behaviors, or social relations. The base of social change is change in the thought process in humans. Social change brought by social media

Before the internet, information was only served through television, radio, and print but now, with social media, people acquired their freedom to speak and change the course of history.

In the 1960s there was a strong belief in the power of mass media to easily propagate ideas on social change. Calls to improve mass communication systems of underdeveloped countries were made as a response to the UN General Assembly Report saying that 70% of the world's population had inadequate access to information.

Social change (or Social development) is a general term which refers to change in the nature, the social institutions, the social behavior or the social relations of a society, community of people, or other social structures: any event or action that affects a group of individuals that have shared values or characteristics: acts of advocacy for the cause of changing society in a normative way

While the term is usually applied to changes that are beneficial to society, it may result in negative side-effects or consequences that undermine or eliminate existing ways of life that are considered positive. Social change overall, however, has resulted in beneficial advances in human society, indicating that humankind is progressing toward a society that will allow all people to live in peace and prosperity

Functions of the Mass Media

Though there are two main functions of mass communication, which are overt and latent functions of communication, six specific functions of the mass media could be identified here. These are:

1	Surveillance of the environment	This is the collection and distribution of information within and outside a particular environment. The information flow is necessary for unity and coherence if we live in the society of collectivity
2	Correlation of parts of the society	This includes the interpretation of the information, the prescription of conduct and, the comment on social value
3	Transmission of social heritage	By communicating information through the mass media we are transmitting social and cultural values, which aim at sustaining the society
4	Educating the masses	Education on the policies of governments and on the rights and responsibilities could be carried out through the mass media
5	Entertainment function	The mass media also entertain the public by providing emotional relaxation, intrinsic and cultural enjoyment (i.e. provision of momentary escape from problems) and killing boredom
6	Mobilization function	This function of the mass media is very important to developing communities everywhere. It seeks to bring the people together and helps to advance national development

Different Effects of Media for Social Change

Corruption

Corruption has been defined as the abuse of public power for personal gain or for the benefit of a group to which one owes allegiance. Corruption is said to distort economic and social development. It does so by "engendering wrong choices and by encouraging competition in bribery rather than in the quality and price of goods and services..." The media can expose corruption in both the government and corporate sector. According to Stapenhurst, media can act as a force against corruption in ways that are both tangible and intangible. For Ogosoo, it is the media's key role to educate society about corruption, and secondly, as watchdog, to expose the acts of corruption. Media reports can affect the reputation of key individuals. Since people care about their reputation, media attention can provide strong incentives for changing behaviour, therefore reputational penalties and rewards can be powerful in ensuring accountability toward constituents. There are ample examples in which the media contributed to ousting of corrupt leaders, such as Presidents Bucaram in Ecuador, Perez in Venezuela, Collar in Brazil, Estrada in Philippines and Nixon in US.

Communal Conflicts

Racial violence in urban America and Europe; widespread ethnic rivalry and religious intolerance in parts of Africa, Asia and the Middle East; and widespread prejudice and

discrimination against national minorities, are all part of the global landscape of daily news reporting. The outbreak of conflict in the Balkans (1992), genocide in Rwanda (1994), and the simmering conflicts based on religious rivalry and ethnic differences in Liberia, Sierra Leone, Nigeria, India, Indonesia, and the Middle East, are recent examples. The most important question therefore is how should the media foster balance over bias, communication over confrontation, insight over ignorance, when reporting events on conflicts? This is an important challenge to the media. Free from bias in reporting, the media can play the role of enhancing political stability and national integration, especially in multi-ethnic, multi-religious heterogeneous societies like India and Nigeria. The media must therefore "have their fingers on the pulse of the people," because they have "a pious obligation not to jeopardize or harm the welfare of the society

Media is Source of Awareness

A survey conducted by Gilani Research Foundation, which carried out by Gallup Pakistan revealed that more than half (52 per cent) of all Pakistanis consider media to be a source of awareness, while 29 per cent believed otherwise.

In the survey, a sample of men and women from across the country were asked the following question:

Some people believe that the media creates constructive awareness amongst the public through dramas, talk shows and other programs, while others are of the opinion that the media does not influence traditions, life styles and beliefs. What is your point of view?

Fifty two per cent believed that media has a valuable effect on culture. Whereas, 29 per cent said that it left no impact on their lives. A considerable 19 per cent gave no comments because they were unsure.

A detailed analysis of the survey showed that the responses were different in urban and rural areas. It showed that 59 per cent of urbanities were of the opinion that the media creates a positive impact on society whereas, only 49 per cent of their rural counterparts believed the statement to be true.

Disasters.

The electronic and print media provide extensive coverage of disasters, particularly those with strong visual impact. Radio and television could broadcast early warnings, evacuation information and increase public awareness about risks and responses. For example, massive losses from the periodic cyclones in Bangladesh could be significantly reduced by media-related action. Likewise, exposure to risk due to floods in Brazil can be reduced through early warning and information on evacuation plan. As a medium, one of the most basic applications of the television lies in its ability to portray the devastation of disasters, both as they occur and in their aftermath. Fry identifies major categories of disasters: natural, such as earthquake, floods, hurricanes and drought; technological, such as plane crashes, oil spills and nuclear reactor failure, such as Chernobyl (1986). A study in India compared state government allocations of relief spending and public food distribution during natural disasters. Distribution of relief was greater in states with higher newspaper circulation. A similar pattern was found in media coverage of the same emergencies in 23 popular newspapers in Europe and US. It was found that there was correlation between media coverage and the amount of funds that flow into disaster areas.

When disasters occur, the media play multiple roles:

1. Purvey information on incidents.
2. They can impact news of impending disaster, convey the effects of events that have taken place or are unfolding.
3. Natural disaster coverage can lead to political action. Disaster stories may evoke sympathy, community solidarity, and national action.

Public Health Campaigns

Media are very important for public health campaign, especially against epidemics and other fast-spreading diseases, such as AIDS, SARS, and Ebola. Media can improve public health efforts as demonstrated by successful AIDS education campaigns in Thailand and Uganda. The recent media campaign on leprosy in Brazil which has the second highest number of cases in the world, for example, employed the nation's 13 major television stations and 2300 radio stations, resulting in a remarkable response of 600 telephone calls daily on the national helpline. Likewise, an integrated media campaign was successful in India and Nepal, resulting in 200,000 people seeking treatment of leprosy as well as helping to dispel misconceptions about it.

In 1978, the WHO, United Nations International Children Educational Fund (UNICEF), and United States Agency for International Development (USAID) embarked on a crusade, through media campaigns, to combat infant mortality in the developing world, which averaged 200 per 1000 live births, as a result of preventable diseases such as diarrhoeal dehydration, measles, small pox, and respiratory infections. After a year of the media campaign, a sample data from 750 randomly selected families from more than 20 communities in Honduras showed significant results in both disseminating health information and in fostering specific changes in behaviour related to treating infant diarrhoea. The mortality rates for children under five years between 1981/82 had decreased from 47.5% to 25%.

Level of Awareness.

The most potent role of media in society is to provide latest information about different happenings. It was the chief objective of media to keep people aware about the whole world, national, and local events and happenings. Today's media is up to mark by providing all kind information, news, views on different subject- social, economic, science, business from different parts the world. A person sitting in Asia can easily access the information related to Wall Street crisis in America, similarly person sitting in Europe can easily get information about Arab springs or Afghanistan war just because of media. In information context, role of media is not confide to news only, but at same time promoting awareness, education, developing perception and opinion of masses. So role of media as an information provider is most crucial.

Helps in Educational Efforts.

Awareness and education of masses is a another integral role media is playing. Media has revolutionized the society by educating people on different local, national, international, social, economical and political issues, list does not end here, it is the media who has and is educating the people about their constitutional and human rights. Political, social, economic and religious programs and write ups enable people to know about their rights. Where there is a strong media, awareness level of general public is very high. For example public in America or Europe is more aware then public in Asian or African countries. It is just because media in these countries is free, strong and playing its due role. Media also educate the public. It is not mandatory that only educated and learned people watch TV or read newspapers, because now it is easy for even an unlearned and illiterate

people to be aware of its surroundings. Educational and entertaining programs can help learning the new trends of society. In remote areas external news service of radio is considered a great source of education. BBC Urdu radio, and Radio Tehran is listened as source of information and education. Media is also used by the state society organizations to promote educational activity. In Pakistan Allama Iqbal Open University uses media for education on regular basis.

Supports Democracy.

Current media has proved that it is the fourth pillar of a democratic state by exposing the issues of accountability and good governance. This is the reason political scientist Karl Deutsch has called that the system of communication proves a "nerve of the polity," and any breakdown of the nerve may cause dysfunctional impact in the performance of the polity causing governance decay. Media significantly has exposed the corruption, accountability and bad governance issues through the world. Globally speaking, media has exposed the corruption cases related to arms deals by previous French President, corruption in UN food program for Iraq, bad governance issues in Pakistan and India, former IMF President Sex scandal, Former US president scandal and many more.

Support to Public Issues Affairs.

Media is often considered cutting edge weapon for shaping opinion, perception. On the basis of information it provides, public forms opinion and perception. When media publish or telecast any information it becomes the general opinion of the people about any issue. Today media is used as global opinion maker; both electronic and print media is purchased to shape the perception and opinion of the people. Millions of dollars across the world are spent on the media campaigns, publicities and advertisements. Therefore media is called as mirror of society. Media provides viewpoint of the public on public issues. Media has given voice to the public. In this modern world the relationship between public and government is become easy. Media performs as watchdog of government and stops the government when it goes against public will. Media has highlighted many problems between public and government which once were not addressed due to communication gap.

Media is champion in promotion of democracy. Its role remained exemplary in promoting the democracy and its values. Historically, media supports the cause of democracy and always took the lead against tyranny, dictatorship and fought the battle for democracy and human rights. In recent years, Media played crucial role in bringing the wave of democracy in Middle East, East Asia and off course in Pakistan too. Hence it would not wrong to say that media is also playing a role of gate keeper for democracy.

Social Change

In media and cultural studies, we have two types of social change:

- (1) **Major or macro social change** that often appears to be revolutionary, as earlier seen in socialist revolutions; but recently in
 - (a) Egypt and other West Asian nations including newly born South Sudan;
 - (b) Obama's win over many traditional rifts and questions within US territory;
 - (c) Significant socio-political change in many Latin American countries, like, Brazil, Nicaragua, Uruguay;
 - (d) Demolition of Iraq and Afghanistan in the name and tag-line of liberation; and

- (e) Live telecast of Gulf War;
- (f) Massive religious upsurge;
- (g) Ethnic and subaltern political outbursts
- (h) Information revolution through social networking sites and media; complete dissolution of information, its institutional base, and the notion of public opinion; as we can count people voting on an opinion and hardly sustain.
- (2) **Minor or micro social change** that appears to be quite subtle but can exert enough power to change the existing social order. Minor social changes often deal with ethnicity, individuality, social and cultural categories like, languages, emotions, conventions, rituals, hierarchies, deliberate praxis, exterior and interior behavioral expressions, milestones, traffic signals and all possible mundane exercises that affect life.

Role of Media in National Development in the 21st Century

States can be developed and built by deliberate human actions. Nations evolve almost always through a kaleidoscopic, spontaneous, multi-layered natural process, not subject to human will alone, except in some rare cases. The distinction is necessary at the outset as we proceed to examine how man-made factors such as media and others can influence the process of national as well as state development.

Factors that will impact upon national development in the 21st century include geo-political, economic, technological, social and cultural conditions of intense, rapid change as well as resistance to change. Climate change may devastate whole eco-systems so badly that nations too could be destabilized at their cores.

The physical frontiers and the communication frontiers of nation-states are likely to be in sharp contrast even as they sometimes converge. As individualized electronic linkages e.g., wireless internet over cell phones, and other choices proliferate, media and nations and citizens may assume new shared roles.

Before we speculate about the role of media in national development in the 21st century, let us recall the role of media in a similar context in previous times.

Far more than in earlier centuries, with print media and books, it was in the 20th century that modern mass media acquired a pervasive political presence. Media played a significant role in national affairs and in national development across the world regardless of the specific type of nation and state they were located in.

Nation-states may be categorized according to their levels of evolution as nations and as states and as per their levels of economic development and military power. It is not intended here to name each country in each such category but only to indicate broad categories of nation-states whose descriptive titles changed over time as a result of global political transformation.

In the 19th and 20th centuries, nations and nation-states could be described as belonging to any one, or more of the following descriptions:

Colonizing nations e.g. Britain, France, Germany, Portugal, Spain, Italy.

Colonized nations e.g. most of South Asia, Africa, Latin America.

Non-colonizing nations e.g. Switzerland, Finland.

Non-colonized nations e.g. Thailand, Nepal.

During the two World Wars of the 20th century, there were the Allied Powers and their adversaries known as the Axis Powers.

In the era that began after the 2nd World War, the levels of economic development and institutional stability divided nations and states into the First World e.g. the U.S.A. and Canada, into the Second World e.g. major Communist and Socialist states and the Third World e.g. Kenya, Pakistan, Bolivia.

Alternative terminologies for these three "worlds" of countries came to be used in the terms: "developed countries" to refer to those who became members of the Organization for Economic Co-operation & Development (OECD) representing countries with the highest per capita incomes. About 150 countries including both middle and low-income nations are generally described as "developing countries." There are also the Least Developed Countries, known as "LDCs."

Cutting across such categories, moving across continents and time zones, covering phases of peace and of war, of stability and tension, applying to nations and states in diametrically different conditions, media have rendered roles in the development of nations that can be placed in the following modes:

- 1) As articulators of national identity, promoting campaigns for independence from colonialism or, where nations were already free, as re-enforcers of recognized national identities.
- 2) As stokers of national pride and chauvinism, whether this be in regard to asserting differences from the identities of neighbours or in support of national teams in competitive sports.
- 3) As representatives of majorities, and of minorities within nations.
- 4) As motivators for national cohesion and unity, and doing so not necessarily only when owned by the State or controlled by governments but as expressions of their own beliefs and policies.
- 5) As sources for valuable information about development, as in providing guidance and advice to farmers via radio and TV on the use of seeds and fertilizers in support of agricultural extension workers, who first helped promote the concept of development communications.
- 6) As unabashed, unapologetic instruments of state propaganda and governmental policies, during conflicts, as well as before, or after them.
- 7) As advocates of the free market and of consumerism, disseminating volumes of advertising content, serving as extensions for the marketing of goods and services.
- 8) As means of expression for the marginalized, the dispossessed the persecuted.
- 9) As the publics own, de facto, ombudsmen regarding people's complaints and grievances.
- 10) As independent, first-hand reporters on the actual situation in zones of war and violence.
- 11) As popularisers of the arts, literature, music and creative cultural work.
- 12) As mirrors of reality in respect of the basic functions of media i.e., for information, education and entertainment.
- 13) And at the same time, as distorting mirrors, unwitting or willing sources of censored messages and of willful disinformation.

The preceding 13 functions of media in nation-states of all kinds range from the sublime to the subversive, from exceptional roles rendered only in individual cases to collectively-observed patterns. Whether a country has been reasonably stable as in the case of the USA or whether a country has been volatile as in the case of Kenya, media have played a notable role in the process of national development: with the proviso that, in the case of countries such as Kenya, access to

media by the people is far lower than in the USA. Therefore the impact of media is proportionately far less.

The growth of nations over decades, and sometimes centuries, is marked by unpredictable and sometime even un-manageable change. This catharsis is driven by forces that cannot be controlled by any single, or even multiple set of drivers or elements. During its departure, colonization often imposed arbitrary divisions to artificially create new nation-states. Sometimes, ideologies or strong individuals exert a decisive influence on how nations and states develop. But seen in holistic terms, all the contributory factors that shape the development of nations are far too numerous, intricate and diverse to be subject to any laboratory-made, pre-set design.

Thus, even when, and if, the inherently diverse nature of media could be calibrated and coordinated to a particular single purpose, the variables and imponderables that govern the changes in nations cannot be subject to the exclusive influences of media.

To briefly examine the role of media in the national development of Pakistan would be to take an unusual example that is not necessarily representative of the average nation-state of Asia or of most developing countries. This is because the very nature of the Pakistani nation-state is quite unique. For instance, by virtue of its concept, the relative newness of the name itself i.e., as a word, "Pakistan" was invented in 1932 and became an independent state in 1947. This was in contrast to nations such as China and Persia whose names and identities have existed for thousands of years. Pakistan is also unique for the awkward and unprecedented form in which it was originally created. The two wings of the country i.e., East Pakistan and West Pakistan were separated by about 1000 miles of hostile territory. There are other features as well that make Pakistan quite distinct from other nation-states. Yet, because this writer knows Pakistan best and because Pakistan shares many features with other developing countries it is relevant to note the country's evolution with reference to the role of media.

Certain features are shared by Pakistan with other developing countries. These include, particularly in the initial and formative phase, high levels of income inequality (which ironically, persist, or have increased despite six decades of independence!), erratic and weak patterns of institutional development; misgovernance; inconsistent enforcement of the fundamental rights of citizens; inability of the system to resolve internal conflicts peacefully resulting in systemic violence and corruption; denial of authentic freedom to media (for about 4 decades out of 6) as well as other features.

Almost arbitrarily forced into creation on 14 August 1947 with the absurdly short notice of only 10 weeks imposed by the arrogance of Lord Mountbatten, the last British Viceroy, the leaders and the people of Pakistan were not even certain about the exact demarcation of their frontiers when they won their freedom. The Boundary Commission had not, as of 14 August 1947, completed the task of declaring its "awards" of various territories on the margins of proposed borders. This uncertainty ignited panic and bloodshed between adherents of different religions who had lived together for centuries but were now suddenly faced with insecurity of life and property, community and identity. Appeals through media e.g. radio could not curb wide-spread violence.

There was the big yawning gap of territory between the two wings divided by distance as also by language. The East wing was predominantly Bengali-speaking. The West wing had a range of provincial languages.

At this critical time Radio Pakistan assumed a role far larger than the sum of its stations and its offices. As a broadcasting system converted overnight from parts of Radio Pakistan into a

new, autonomous entity, Radio Pakistan instantly became "the voice of Pakistan." Regardless of whether the language of news bulletins and programmes was Urdu or Bengali or English, the call sign and the signature tune of Radio Pakistan became the immediate audio-icon of a new nation-state that was bringing together into a new state identity, people who shared the Muslim faith but also reflected remarkable differences.

As some of the princely states gradually declared their accession to Pakistan and as the Boundary Commission awards finally made the frontiers clear, and the map of the new nation state took shape, there also erupted the conflict with India over Kashmir. Just as the name and the sound of Pakistan were becoming part of the air waves, Radio Pakistan also became a rallying point for the sentiments of patriotism and the desire to assert the defense of a new homeland against threats from India.

The fact that Radio Pakistan was a state-owned medium did not detract from its invaluable role in serving as a binding force that literally forged into being the vocally expressed identity of a new nation.

In its first two decades Radio Pakistan also became a training ground for hundreds of individuals whose talent and interest in broadcasting were nurtured and guided towards high levels of professional skills. From engineering to management to production to recording to writing to music to narration, acting and presentation, Radio Pakistan became one of the founding institutions of the state. It attracted individuals of all ages to a new profession and to a new part-time vocation. There was built a pool of human resources from which many went on to become the pioneers in the advent of television in the late 1960s, and onwards.

Despite relatively low literacy at that time, the print media comprising newspapers and magazines exercised an influence on the policy process and on public opinion disproportionate to their actual circulation and readership. Newspapers and magazines became the instant history books of the new nation. They were eagerly-awaited, respectfully read, spurred extensive quotations through word-of-mouth. More numerous than the singularity of Radio Pakistan, they also served as the "word of Pakistan."

During the life of the original, two-winged Pakistan that existed from 1947 to 1971, the press became the victim of draconian laws and authoritarian policies that curbed its independence. Parts of the press, including newspapers, were nationalized. Harsh penalties were threatened and sometimes imposed on print media proprietors and journalists, who did not abide by the new laws.

In this phase, the cinema too made a limited but notable contribution towards promoting a sense of nationhood and a new identity. The screening of news-reels and documentaries in all cinemas made compulsory by law and policy kept people well-informed about the official version of how a new state was taking shape and on how it was conducting its affairs. The compulsory screening and playing of the national anthem and the national flag before every cinema show reinforced awareness of, and pride in, the new national identity.

One of the great chapters in the relationship between the media and the original Pakistan came during the 1965 war with India. Radio Pakistan kept millions spell-bound with its news bulletins and its reports as also with war songs to boost morale. The media in general, in East or in West, accurately and fulsomely reflected the nation-wide surge of a new sense of fellowship. They memorably extolled the courage and skill with which the armed forces engaged Indian troops and "enemy" targets, capturing the mood of the nation's will for survival and for victory.

In contrast, a tragic inter-face between media and the nation-state occurred with the eruption of the crisis in March 1971 when the then-military Head of State indefinitely postponed the

convening of the National Assembly elected a few weeks earlier in December 1970. This act deprived the East Pakistan leadership of their due right to becoming the ruling group at the federal centre. Severe armed action was also unleashed against the political forces of East Pakistan. State-owned radio and TV became mere hand-maidens of the military junta. They relayed propaganda without question, while state-controlled print media also did the same. Even most of the independent print media in the western wing fell in line with the ruling clique. In less than 10 months, as the situation in the eastern wing deteriorated rapidly, media in the western wing, regardless of being state-owned or independent failed to realize the enormity of dangers facing the country from the alienation of the people of East Pakistan, exploited fully and openly by India. When the General commanding Pakistani troops signed the surrender document on 16 December 1971 in Dhaka, most people in the western wing were stunned with disbelief: their media had not prepared them well for this catastrophe.

At the time, TV was too new and too limited in its reach to make a major impact. In any case, it was a state monopoly subject to official control of content.

The 1971-2006 period of Pakistan's history is marked by significant changes in the role of media. Post-1988, concurrent with restoration of civil, political democracy, restrictions were removed on the print media and while the state monopoly of electronic media remained until 2000, palpable changes toward a new liberalism commenced in December 1988, and continued intermittently thereafter, up to about 1999.

With the assumption of power by General Pervez Musharraf in December 1999, media in Pakistan entered a distinct new phase of rapid change and notable ironies. Between 1999 and 2006, Pakistan has quite clearly become a country where the media, amongst the 57 member-states of the Organization of the Islamic Conference, enjoys the highest level of freedom of expression despite a military general being first the Head of Government (1999 - 2001), and presently Head of State. This is so, notwithstanding the continuance in place of some laws and some aspects of policy that do inhibit the media. But in overall terms, it can be stated with confidence that the media in this period have helped the Pakistani nation to acquire a new level of awareness and to express pluralism in public discourse unknown in all previous decades of history. In doing so, they have also helped promote a sense of pride in being Pakistani and in fostering a new ethos of a post-1971 nationalism which can perhaps best be described as "Pakistaniat," a term that evokes the sharing of an exclusive national identity.

Resuming speculation about how media are likely to interact with the process of national development in the 21st century: threats to national security and to individual security in the broadest sense appear to be vital factors that will shape the next nine decades. Such threats may spring from a wide range of sources. They could come from the spread of viruses as well as of violence, from the desire of a single country to exert hegemony and practice unilateralism, as also from the effects of the heedless pursuit of material advancement accompanied by inevitable spiritual turbulence. And all this will be happening as the loss of biodiversity is likely to irreparably damage the web of life that sustains us all.

Nations in the 21st century, particularly in Asia, will face the challenge of dealing with new parallel frontiers and multiple frontiers. Their national entities will, of course, remain within the territorial frontiers in which each state exists. Already the new parallel, multiple frontiers exist to a degree as a result of the ceded sovereignty that comes from the membership of regional pacts (e.g. ASEAN, SAARC) or any bilateral or collective military alliances e.g. Japan and South Korea vis-à-vis the USA. Given the trend of continued economic co-operation in the Asia-

Pacific-region, and elsewhere, the growing plurality of frontiers will pose entirely new tests to how nations deal with them.

Seen in conjunction with the already abundant presence of media, such political and economic change will create entire arenas of globalism that will be placed within the framework of singular nationalisms. Yet some nationalisms may retain archaic, insular compartments that are only selectively global e.g. parts of the north-western areas of Pakistan adjacent to Afghanistan, where one may find satellite dish antennas on rooftops bringing MTV under which women live strictly sequestered lives. As also the alarming violent spread of the Taliban psyche and the Pukhtoon overlap across the Pakistan-Afghanistan border.

Democracy having become a global norm – with the exception of certain monarchical and dictatorial states – the electoral and representational systems of many nations will face grave strains and pressures. These will be caused by the inability of the existing electoral systems to serve as effective checks and balances upon executives and governments. For instance, some governments are empowered by the previous election but then the same popularly elected governments face mid-term challenges, and unexpected crises e.g. Thailand in 2006. As it is, the absence of compulsory voting – which, otherwise makes elections truly representative of public opinion – deprives most of the existing electoral systems in Asian countries of being truly representative of the people's will.

Judging in 2007 the slow pace in achieving the Millennium Development Goals (MDGs) defined at the UN summit in 2000 for fulfilment by 2015, the gross inadequacies in respect of health, water supply, education, employment, energy, environment and equity will generate polarizing tensions for most nations.

Against this canvas of contrasts, media will be expected to balance their role between two poles. On the one hand, as partners and beneficiaries in the avaricious advance of the free market, as vehicles for increased, aggressive commercialism and advertising. On the other, as custodians of the public interest which are expected to rise above considerations of profit and income to serve the national good.

News media will be expected to function as "early warning" sentinels that alert citizens at large and the leadership of civil and political society to the critical trends already emerging within nations as also likely to develop in the future. Whether news media can fulfill such expectations depends on major enhancements and versatility in their professional capacity. They will need to add new capabilities that go far beyond event-centered reportage and stenographic reporting to creative and conceptual levels untrapped in the conventional mind-set of daily journalism.

Perhaps this century will also witness reconciliation between a basic contradiction that prevails between states, societies and media. This is with regard to the curious anomaly to be found whereby there is virtually no sharing of media content on a daily basis between the civil societies of states which, on the official level, enjoy historical and contemporary relationships of deep friendship. For instance, the media of China, Turkey, Iran and Saudi Arabia have no interaction on a popular level with the people of Pakistan. There are various reasons for this anomaly including those of linguistic differences. But the anomaly becomes an amusing paradox when it is noted that, in contrast to this lack of day-to-day contact between the people and media of countries with which Pakistan has, for the most part, excellent relations, the media of India have an extensive and intrusive presence in every Pakistani town and city, and in many villages as well. The irony is made the more stark by the hostility and outright conflict which have marked Pakistan-India relations for almost six decades. Here too there are explanatory reasons. But the

contrast between one set of states, societies, and media, and the contrast with the Pakistan-India equation, remains an area worth venturing into for the purposes of rationalization and reconciliation in the decades ahead.

Several highly combustible conditions are likely to characterize the 21st century. With world population set to increase from about 6.2 billion to about 9.2 billion by the middle of the 21st century, certain countries, and their cities in particular, are going to become giant concentrations of humanity living in conditions of congestion, pollution, competition for scarce resources and space for assertion of respective identities which cannot but lead to life lived as if on a razor's edge.

Media have an intrinsic bias for urban centers. Most media practitioners live and operate from them. Advertising, the life-blood of commercial media, also originates from the cities because all the decisions regarding placement of advertising in media are taken there. Governmental centers and other focal points of policy-making and opinion-making are also urban-based.

In the 21st century, several urban centers of Asian nations are going to attain the size and scale of mega-cities.

Already, some of the cities and towns present awesome spectacles of barely controlled disorder, of over-flowing sewage and empty water pipes, of smoke-spewing vehicles which breed like rabbits and slums that swell with unemployed, under-employed – or unemployable! – human beings facing critical scarcities.

The governance and management of these cities are going to be major pre-occupations of nations. Huge demands will be generated for unavailable financial resources or inadequate organizational skills. These places could become arenas of destructive combat. How media will faithfully mirror these ominous trends and whether media are capable of going beyond instant reporting and bad news to offering forums and opportunities for constructive dialogue and for peaceful non-violent resolution of conflicts, in tandem with other civil society processes will determine media's crucial role.

Terrorism thrives on news media's addiction to the sensational and the destructive. Terrorism damages nations and state structures by fomenting insecurity and uncertainty, by undermining the ability and credibility of state institutions to effectively protect the lives and property of citizens. Some media seem to revel in repeatedly showing the terrible outcome of violence. This gives to the work of terrorists just the very exposure they cherish – but such coverage also drives people and nations into gloom and despair. Do media in the 21st century need to review the instant, high-pitched sustained coverage given to brutalities and to terrorism committed by states and by non-state actors, without reducing the scale of the tragedies, and without diverting attention from the implications of such acts?

More than ever, states are now concentrating into themselves the power of nations. In spite of decentralization of media, e.g. cell phones, big corporations are concentrating into themselves the power of mainstream media and telecommunications media. The resulting imbalance works against an equitable distribution of power within and between nations. It is only through the proliferation of low-cost, public service, community based and/or citizens' media that the unhealthy convergence of power can be peacefully challenged and new, counter-balancing measures are taken. Bloggers on the internet are on the front line of this unfolding struggle to check the dominance of converged power of states, business and media. New initiatives are direly needed for creating a balanced global media civil society.

Diaspora sub-nationalisms can be reinforced and recently immigrated communities shrunk to a ghettoization of the mind with the help of media. For instance, TV channels originating from South Asia are distributed by cable into households of South Asian origin in North America. For a significant number of families, including small children, some of the religious and cultural content of these TV channels becomes essential daily viewing. The media become comforting life-lines of "affinity-connectivity." Yet these media also insulate their audiences from immediate reality. They prevent assimilation and integration. They promote a bizarre alienation between immediate physical neighbors. Will this pattern continue?

In parts of Asia, Africa and Latin America, many nations are states only in name. Only a few have stable, strong state institutions. Substantive improvements are required in institutions and there is also need to create new structures. Will media help or hinder?

The 21st century will be as much an era of building state structures and systems as it will be a period of building and boosting nations to their optimal potential.

All this while, we will need to remember that mother earth is infinite in her beauty but has limits to her capacity. The finite, non-renewable resources of the planet, be they fossil-fuels or species of fish made forever extinct by massive over-harvesting, seen in the context of global warming and climate change, will create a grim and awesome environment.

To conclude: media in the 21st century will have a full and daunting agenda. How to facilitate the building of better systems of democratic governance in rural and in urban areas. How to cope with tumultuous mega cities. How to harmonize conservation with consumption. How to help make nations cohesive and how to make states more respectful of individual citizens and of human beings even as media and their audiences move onwards into uncharted times of fascinating complexity.



Media's Role in Bringing a Social Change in Pakistan

In today's modern world, media has a great role spreading awareness among the masses. Whether its television, radio or the Internet, have a great role in enhancing the general knowledge of the people. News, films and documentaries revolving around social issues increase a social awareness in children and develop their concern towards society. The media has played a major role in positive developments like the fight against racism, gender bias, poverty, and spreading awareness about the need for a peaceful world. However, with its many positive aspects, the negative role of media seems to be rapidly increasing. In its fight for higher ratings media's, media seems to have forgotten its true role. Glamour has taken over substance. They cross all limits and it's difficult to see TV programs with family. Simplicity is diminishing due to more materialism. Generation gap is increasing. Our religious and cultural values are being corrupted due to over excessive coverage of the foreign content on our national media. Conversely, Pakistani media has a much bigger responsibility than any other media in the world. It has to work and educate the masses about the importance of religious harmony and the concept of coexistence. It has to inculcate the importance of pluralism in the minds of the people. Media could easily achieve this goal and bring this social change provided that it directs its full attention towards this issue.

Media as a Social System

The Balance between Interrelation and Interdependence

Media as a Social System

The social system is the foundation from which all media content is constructed, the macro-level base upon which influences from other levels rest. The characteristics of the social systems affect the interactions of social institutions, the existence and makeup of media organizations, the types of routines adopted, and the values of individuals. Although we've chosen to take up the system level prior to the others in the Hierarchy of Influences, we shouldn't regard those other levels of analysis as secondary or automatically dictated by the social system level. We are not social system determinists, such that factors on other levels of analysis are unimportant. Social systems are large and complex and it is impossible for forces at the social system level to determine the exact nature of media content. In the stream of mediated reality, to become news an event must also traverse the wide river of routines of media work and survive policies of media organizations, and even then the event elicits reactions from social institutions.

Social System refers to a set of interrelated provisions and activities necessary to achieve all primary needs of society. The existence and identity of a social system is observable from the continuity of relevant features within the boundaries of a state or other extensive community. Social systems will be characterized by variable positions on a set of empirical or normative dimensions that are widely recognizable. Different 'types' of social system may be signaled by certain patterns of linked characteristics.

Media System refers to a set of arrangements and activities for public communication, with certain distinct patterns of features to be observed, in a similar way. Four main empirical components of a system are involved: infrastructure; organization

(including finance and regulation); personnel; typical contents. A range of dimensions of variation can be established.

It has to be admitted that the concept of system as used here is weak and imprecise, due primarily to the great diversity of conditions affecting media development and operation. There seem to be few examples of planned or integrated media arrangements in any society, although there have been some attempts at this. There are many cases where an array of media organizations operate in a basically similar way, according to more or less shared logic principles. There are also cases where different media within the same national 'system' appear to have quite different types of relationship with their society.

Media Freedom and its Role for Democracy

A free press is the unsleeping guardian of every other right that free men prize; it is the most dangerous foe of tyranny ... Under dictatorship the press is bound to languish ... But where free institutions are indigenous to the soil and men have the habit of liberty, the press will continue to be the Fourth Estate, the vigilant guardian of the rights of the ordinary citizen."

Democracy is a government of the people, for the people and by the people and which gives equal chance to all the citizens to participate and play a significant role in the political process, ensures and guarantees certain rights and freedoms to the people constituting the policy. It is a form of government which is subject to popular sovereignty. Of the fundamental freedoms that the citizens enjoy, freedom of speech and expression is one of the most important ones as it gives substance and meaning to 'participation' of the people.

A democratic system to run in its full potential need wide participation on the part of general masses which is impossible without the people being informed about the various issues. Thus reliable information sources form an important constituent of a democratic society. This is where the role and importance of media arises.

The media has undoubtedly evolved and become more active over the years. Mass media have great influence on human life in the present century. They have provided information and entertainment to people across countries. Print media was been the leader of mass medias over a considerable period of time. But now it has got competition from Television, which is reshaping many of the social responses. Radio apart from providing news and views has also developed a flair for entertainment, thereby getting a lot of acceptance. There is also the new media with internet being its flag bearer. Internet has indeed made it possible to disseminate information and ideas in real time across the globe.

Freedom of Speech and Expression

"Give me the liberty to know, to utter, and to argue freely according to conscience, above all liberties" – John Milton.

The freedom of speech is considered as one of the first condition of liberty. It occupies an important and preferred position in the hierarchy of the liberty. It is also said that the freedom of speech is the mother all liberties. Freedom of speech means the right to express one's own convictions and opinions freely by words of mouth, writing, printing, pictures or any other mode. In the modern era, right to freedom of speech is one of the essence of free society and it must be protected at all time. Liberty to express opinions and ideas without any hindrance, and especially without any fear of punishment plays an important role in that particular society and ultimately for the state.

'Freedom' means the absence of control, interference or restriction. Hence the expression 'freedom of the press' means the right to print and publish without any interference from the state or any public authority.

- Winston Churchill

Media play a vital role in promoting human rights, democracy and development. A free press holds those in power to account. Especially in conflict situations, media bear powerful responsibility for informing the public and raising awareness in a fair and balanced way at the national and international levels.

In democratic societies, free, diverse and pluralist media enable public debates and serve as an essential check on power, either vested on governments, politicians or corporations. Additionally they provide access to information, and help foster both public and corporate transparency and accountability. The pluralism and diversity of opinions can ideally find lively and inclusive platforms where democratic debates thrive in open societies.

The word "Press" generally refers to newspapers that serve news about national and international issues, cultural and scientific developments and also the topics related to our survival upon earth.

The Daily press is the most important organ of a democratic set up. Democracy without the free movement of the press is a misnomer. None can undermine the importance of press in democracy.

First of all, it offers us a lot of news about the day-to-day happenings of the world. Thus it keeps us always alive to the goings on of the globe. The newspapers publish all these news — political, social and religious. It must have the right to publish, these without any fear from any external authority.

In countries where democracy prevails, freedom of the press is preserved and thus helps the individual considerably to frame his own judgments about issues. It also makes the Government, aware of the lapses or shortcomings of its aims and achievements.

Freedom of the press refers to freedom of speech and expression which is and always should be fundamental right. Without this right the liberty of man is not complete. A country pledged to democracy must ensure that its citizens enjoy a free and daily press. Press keeps a constant vigil on the liberty of the people. To remove any harsh Government or to tight against dictatorship, anarchy and malpractices, press serves the best. That is why, it may be called in the right proportion that press is the necessary pre-condition to the fulfillment of democratic ideologies.

Press is the voice of the people in democratic set up. Press plays an important role in bringing forward the real picture of the society to the common people. They raise voices against any anti-social practices such as dowry system, sati, child-labour, etc. In this way, malpractices prevailing in the society are checked and stopped.

In the communist countries, press is under Government control. Even in democracies the wrath of the ruling Government against any newspaper may snatch its freedom. At the same time, newspapers should not lace partial and biased news that may instigate the people against the Government. There should be a co-ordination between the Government policies and the people's vision. Only one thing that should be kept in mind is that newspaper must not be misused. It should be free, fair and unbiased

The general argument for a free press as a means of free communication, on the contrary, has to do with a number of different things. These include the ability to give a powerful voice in

the public domain to those unable to do so effectively for themselves (perhaps of diminishing importance in the era of social media and self-expression on the internet). Importantly, it is also to do with the constitution by the media in their own right of a public forum, where information, ideas and entertainment are both circulated and held up to scrutiny. The essence of the importance of a free press is therefore not an interest in free 'self' expression but in free communication, the free flow of knowledge, information and ideas

A free press will not necessarily provide an effective 'market-place for ideas'. The freedom of the press is a prerequisite for that, but not sufficient in itself, for all sorts of reasons. There must be some degree of effective connection between communicators in the press; and when some elements of the press are more powerful communicators than other papers and individuals, its capacity to facilitate informed debate may be impaired. In a similar vein, a measure of plurality of voices is required if a free press is to enhance democratic debate.

Press Freedom within the Rule of Law and the Role of Statute

The unique power wielded by the press plays a vital function in democracy. However, this power must also be used consistently with other democratic values. A free press in a democracy must therefore operate within certain parameters.

Chief amongst these is the requirement that press freedom promotes, and operates within, the rule of law which itself is often described as the cornerstone of a democratic society. Although the democratic function of the rule of law is primarily associated with the idea of government in accordance with the law, the doctrine's deeper implications concern the need for accountability and constraint of all power in a modern democracy:

"Be you never so high, the law is above you"

In a modern democracy that abides by the rule of law, press freedom can never mean a press which sits outside, above and beyond, or in disregard of, the law. Respect for the law is the common framework within which the press, as an important commercial sector, is enabled to flourish, to preserve and enjoy its freedoms, and to make its unique contribution to a democratic society.

World Press Freedom Index 2018

RSF publishes the World Press Freedom Index each year since 2002 and it measures the level of media freedom in 180 countries. It measures the level of freedom available to journalists and not the quality of journalism.

The parameters that are evaluated are:

- level of pluralism
- media independence
- environment and self-censorship
- transparency
- legal framework
- quality of the infrastructure that supports the production of news and information

Declared by United Nations General Assembly, every year, the day of May 3 is celebrated as World Press Freedom Day to raise awareness of the importance of freedom of the press. UNESCO also brings together the media professionals, press freedom organizations and UN agencies to evaluate the state of press freedom worldwide and discuss solutions for addressing the prevailing challenges.

Norway topped the list with Sweden on the second spot, just like the previous year rankings. North Korea secured the last spot at 180.

Pakistan and its neighbours on the List

Pakistan: Reporters Without Borders revealed that Pakistani journalists are increasingly resorting to self-censorship due to pressures from extremist groups and intelligence agencies. The report claimed that such pressure groups were already on the list of predators of press freedom. According to the country's report accompanying Reporters Sans Frontiers (RSF) media freedom index 2018, in October 2017, armed groups in South-Western province of Balochistan issued a warning to journalists, threatening them of violence if the actions of such groups were refused to be covered, as per the directive of the security forces. The report further added that reporters were caught between crossfire during the coverage of Islamabad sit-in protests in 2017, naturally resulting in increased self-censorship in the newsroom. RSP in its report placed Pakistan on 139th position of 180 countries that restrained press freedom. The watchdog rated India on 138th position, going two places down from 136th the previous year. Watchdog reported that so far one journalist had been murdered in Pakistan compared to three murdered in India.

India slipped two ranks on the 2018 World Press Freedom Index (138 from 136) one spot below **Myanmar** (137) and one spot above **Pakistan** (139). **China** also did not perform well with a rank of 176 (one spot above Syria).

Sri Lanka came to 131 and **Nepal** to 106. **The Maldives** secured the 120th spot on the Index while **Bhutan** secured the 94th spot and **Bangladesh** held its ranking of 146.

Reporters without Borders

The website of Reporters Without Borders describes itself as:

"Reporters Without Borders is one of the world's leading independent organizations dedicated to promoting and defending freedom of information. Thanks to its network of active correspondents in over 150 countries, Reporters Without Borders strives daily to maintain a free press in every corner of the globe. Registered in France as a non-profit organization, it has consultant status at the United Nations and UNESCO. Reporters Without Borders currently has 10 offices and sections worldwide."

Impact of Media

Media plays a significant role in our society in the present scenario. It is all around us, from the shows we watch on television, the music we listen to on the radio, to the books and magazines we read each day. Television, more than any of the other medias, achieves myriad different goals.

The mass media today encompasses newspapers, books, radio, television, cinema, the Internet, email and fax. Although the use of the Internet and email seem to be recent phenomena, the other media have co-existed for many decades.

We live in a fascinating world and an even more fascinating society. In this day and age, life without technology feels utterly impossible and life without the media is simply unimaginable. Media provides us with entertainment, information and comfort. As the standard of living in the country is rising, people find themselves investing in digital cables and high speed Internet connections, thus increasing their exposure to such media as the World Wide Web and the hundreds of new channels. While we all are intelligent people, with the freedom and ability to make our own choices, I believe the role played by the media counts more in taking decisions.

While the media has historically been viewed as being overly aggressive and insatiable in their plight for the latest and hottest news, their watchdog function is essential in a democratic society where people must know what their governments are doing. The media has the capacity to hold the government accountable, forcing them to explain their actions and decisions, all of which affect the people they represent. The assumption in some societies is that the press speaks for the people, thus the freedom of speech and freedom of the press acts in the countries. The reason for freedom of the press is to ensure that democracy is able to function, so it is important to understand that such legislation does not only protect the functions of the press.

With press freedom we then know what the differing views in society are, opening the floor to debate and discussion, all of which aid healthy functioning of a democratic society.

Finally, one of the most powerful strengths the media has in any society is the ability to effect change, both on a social and governmental level. All the journalists have the responsibility to report the unbiased, accurate information as it is received from reliable sources. It is their obligation to obtain all sides of a story and to report on both the good and the bad stuff.

However, responsible journalism also requires a balance of the good and bad stuff in newspapers and in broadcast reports. The media today enjoys a wider coverage as well as a wider viewership than perhaps a decade ago. It has survived and has kept up its values to this day.

Importance of Freedom of Press and Media

Freedom refers to the state of liberty, or right and privileged to speak and act according to one's own will. Press and media (*print, electronic and online*) are the most important

medium of expressing opinion of the people in a democratic country that justifies one's individual right to speech and expression, a coveted right enshrined in the Pakistan's constitution and in the constitution of other countries on the globe.

Press generally refers to the newspaper industry. In modern world, besides newspaper, there are various forms of news-media such as television and radio broadcasting, online news websites and blogs, etc.

Freedom of the press and media is very important. A press or news-media enjoys greater freedom in a democratic country. An independent press and news-media acts as an important check on Government and Administrators. The duty of a free press is to raise voice against any social ill or wrong. It has been said that internal vigilance is the price of liberty. They raise voice against any dictatorship, corruption, and malpractices. The press and digital media works day and night to deliver accurate news at the speed of the light. The people of the country are kept informed of what is happening in the country. Thus, freedom of press and media is the necessary pre-condition to the fulfillment of democratic ideologies.

The press and media should work towards strengthening the sovereignty and integrity of a nation. It is the duty of the press and media to build an environment where the people of the country can cultivate unity and harmony.

As compared to democratic countries, press and media enjoys lesser freedom in socialist countries. Even in democratic countries the wrath of the ruling Government against any newspaper may snatch its freedom.

In all democratic countries, a man's dignity is preserved through the press and media, and hence, there lies the importance of maintaining its freedom. The question of the freedom of the press and media is a debating issue that goes on still unsettled on the point whether press should be allowed to enjoy absolute freedom.

We all agree that too much censorship of press and media is bad. At the same time, new-media should not place partial and biased news that may instigate the people against the Government. So the freedom of the press and media should be best utilized through publishing impartial news and creating public opinion against wrong.

We are living in an age when people are much more conscious than the past. For the actualization of national principles and ideologies, people should be given the freedom of speech and expression. But there should be a co-ordination between the Government policies and the people's vision. Only then, the people of a free country must enjoy the spirit of self-assertion through this right.

Social Media as a Reinforcement Tool for Voters by Political Parties (CSS-2016)

Social Media and Democracy

In a modern democracy, social media can be used by governments to involve citizens in decision-making, and by civil society to engage people in specific issues. However social media can also be used to broaden political participation by helping citizens to communicate with their representatives and with each other. Arguably this political communication is most important during election campaigns when political parties and candidates seek to mobilize citizens and persuade them to vote for a given party or candidate.

Most social media technologies and services have been in existence for less than a decade, but they are increasingly popular, particularly as the use of mobile devices such as tablets and smartphones increases individuals' connectivity. In 2013, three out of every four persons in the EU used the internet (62% of them daily). A 2012 survey showed that almost one in ten internet users in the EU27 created a website or blog, a third uploaded self-created content, and over half posted messages to social media. The increase in social networking services (SNS) has been particularly striking: according to a 2013 Eurobarometer survey 44% of Europeans used SNS at least once a week, and nearly one-third did so daily or almost daily.

Politics and the use of social media Political use of social media in the last two United States' presidential elections has attracted much attention: a report published in advance of the 2012 election estimated that between 5 and 10% of a campaign budget is spent on internet-based media. However social media are also changing politics and election campaigning in Europe. Researchers have studied the effect of social media in elections in various Member States including Ireland, Germany, Austria, Sweden, Finland, Denmark, Poland and the UK, as well as in the 2009 elections for the European Parliament (EP). Social media can be used in election campaigns in various ways, to mobilize a candidate's supporters or to convince the uncommitted to vote for them.

Influencing Mass Media

Social media can also serve as an indirect influence on the stories that mass media present. In order to compete in a fast-moving media environment, journalists increasingly rely on political blogs, Twitter conversations and user video and photo content as sources for their stories. By using social media to raise an issue, react to a story or give a response, a politician may be able to spark a new story in the press or broadcast media, or at least to influence how journalists frame the news. Their message can then reach many more potential voters as the story is broadcast through media such as television (which, according to a recent Eurobarometer survey, remains the most important source of both national and European political news).

Providing a View of the Electorate

Social media also provide a way for politicians to monitor what is happening in the public sphere during an election campaign. Howard Dean, the first US presidential hopeful acknowledged to have used the internet effectively in his 2004 campaign, said he regularly adjusted his standard 'stump' speech on the basis of what he read in the following day's blogs.

Campaign Organization

Targeting the young

Social media can be used as a means to direct political messages to certain target groups. Of course not all citizens have access to the Internet and social media, so a part of society may be excluded from political discussion on social media due to this 'digital divide'. Whilst social media cannot replace face-to-face contact with youth, they can be a useful additional tool to deliberately target young people (the age group most likely to be disengaged from politics) because they are more likely to use social media, especially SNS. Young people aged 16 to 24 in the EU27 are more active users of social media functions than other age groups, including creating blogs, posting content or sending messages via social media.

Micro-Targeting

Social media can also assist with much more refined targeting of voter groups. The 2012 Obama presidential campaign in the US made successful use of social media, including blogs, tweets, text-messaging, e-mails and search-engine advertising. However experts consider that the critical edge came in the way voter data (partly collected via social media) were used to 'micro-target' messages sent to particular groups of users during the campaign.

Campaign Personalization

Commentators have noted the increasing personalization of modern election campaigns. Social media reinforce that trend by putting the emphasis on the individual politician and by focusing on personalities and personal relationships (even in party-oriented electoral systems). Tweets or Facebook updates keep followers and friends informed about what the candidate is currently doing as part of the campaign; photographs or videos of the candidate at events or speaking to constituents are posted on social media afterwards to give a more personal and humanized view of him or her. Personalization is associated with a higher level of emotional appeal. Such aspects can make messages more likely to be shared with others: tweets that have more emotional content and that contain appraisals of candidates and parties are more likely to be re-tweeted.

Many politicians use social media (Twitter in particular) primarily as a private broadcast channel for one-directional communication (called, in one analysis a 'homestyle information provision strategy'). For example, a small sample of recent Tweets by MEPs showed that 84% of them were one-way communications, and only 7% replies to others. This confirms the results of a UK study where the majority of tweets by politicians were essentially broadcasting information, primarily with the aim of mobilizing supporters, and only roughly one-quarter were in reply to some other message. While a politician certainly can enter into a real interactive conversation or exchange with voters, this strategy is not without risks. Resources are required to keep up the interaction. More over the chance of encountering people opposed to a candidate's position is much greater, and politicians need to be prepared to deal with these so-called 'trolls', even if just by politely ignoring them.

Effectiveness of Social Media

Not all analysts are enthusiastic about social media and its effect on politics and political campaigning: they highlight the capacity of social media to undermine serious deliberation, encourage populist rhetoric and celebrity politics, and erode responsible collective action. Arguably the fundamental question in the EU context is whether social media are effective in mobilizing those who are engaged online to become engaged 'offline' (i.e. in the real world) and thereby to reduce democratic deficits. There are indeed signs of increasing political activism on the Internet and social media. For example, a 2011 UK survey showed that 9% of people had sent an electronic message supporting a political cause and an equivalent number commented on

politics in social media; and the percentage of people who signed an online petition doubled between 2007 and 2011 to 14%. A Dutch study also found a positive relation between political internet use and voter turnout.

The arrival of email and the Internet – and more recently web 2.0 technologies – has provided political parties and candidates with a whole new suite of faster and more personalized ways to engage in voter contacting.

Social Media has rapidly grown in importance as a forum for political activism in its different forms. Social media platforms, such as Twitter, Facebook and YouTube provide new ways to stimulate citizen engagement in political life, where elections and electoral campaigns have a central role.

Personal communication via social media brings politicians and parties closer to their potential voters. It allows politicians to communicate faster and reach citizens in a more targeted manner and vice versa, without the intermediate role of mass media. Reactions, feedback, conversations and debates are generated online as well as support and participation for offline events. Messages posted to personal networks are multiplied when shared, which allow new audiences to be reached.

Although the presence of social media is spreading and media use patterns are changing, online political engagement is largely restricted to people already active in politics and on the Internet. Other audiences are less responsive. For example, television news together with print and online newspapers are still the most important sources of political information in most EU Member States.

Social media has reshaped structures and methods of contemporary political communication by influencing the way politicians interact with citizens and each other. However, the role of this phenomenon in increasing political engagement and electoral participation is neither clear nor simple.

Early Evidence from Canada

The 2011 federal election in Canada was dubbed by some observers in the media as the country's first 'social media election' – as platforms such as Facebook and Twitter became prominent sources of information for growing segments of the citizenry, and evermore strategic tools for political parties in terms of fundraising, messaging, and mobilizing voters. In examining Twitter traffic, our own intention was to ascertain the extent to which polarization or cross-pollination was occurring across the portion of the electorate making use of this micro-blogging platform.

By contrast, interactions between parties that are ideologically distant seemed to denote a tone of conflict: nearly 40% of tweets between left-leaning parties and the Conservatives tended to be hostile. Such negative interactions between supporters of different parties have shown to reduce enthusiasm about political campaigns in general, potentially widening the cleavage between highly engaged partisans and less affiliated citizens who may view such forms of aggressive and divisive politics as distasteful.

For Twitter sceptics, one concern is that the short length of Twitter messages does not allow for meaningful and in-depth discussions around complex political issues. While it is certainly true that expression within 140 characters is limited, one third of tweets between supporters of different parties included links to external sources such as news stories, blog posts, or YouTube videos. Such indirect sourcing can thereby constitute a means of expanding dialogue and debate.

Accordingly, although it is common to view Twitter as largely a platform for self-expression via short tweets, there may be a wider collective dimension to both users and the population at large as a steady stream of both individual viewpoints and referenced sources drive learning and additional exchange. If these exchanges happen across partisan boundaries, they can contribute to greater collective awareness and learning for the citizenry at large.

Partisan Politics versus Politics 2.0

In a still-nascent era likely to be shaped by the rise of social media and a more participative Internet on the one hand, and the explosion of 'big data' on the other hand, the prominence of Twitter in shaping political discourse seems destined to heighten. Our preliminary analysis suggests an important cleavage between traditional political processes and parties – and wider dynamics of political learning and exchange across a changing society that is more fluid in its political values and affiliations.

Within existing democratic structures, Twitter is viewed by political parties as primarily a platform for messaging and branding, thereby mobilizing members with shared viewpoints and attacking opposing interests. Our own analysis of Canadian electoral tweets both amongst partisans and across party lines underscores this point. The nexus between partisan operatives and new media formations will prove to be an increasingly strategic dimension to campaigning going forward.

More broadly, however, Twitter is a source of information, expression, and mobilization across a myriad of actors and formations that may not align well with traditional partisan organizations and identities. Social movements arising during the Arab Spring, amongst Mexican youth during that country's most recent federal elections and most recently in Ukraine are cases in point. Across these wider societal dimensions – especially consequential in newly emerging democracies, the tremendous potential of platforms such as Twitter may well lie in facilitating new and much more open forms of democratic engagement that challenge our traditional constructs.

In sum, we are witnessing the inception of new forms of what can be dubbed 'Politics 2.0' that denotes a movement of both opportunities and challenges likely to play out differently across democracies at various stages of socio-economic, political, and digital development. Whether twitter and other likeminded social media platforms enable inclusive and expansionary learning, or instead engrain divisive polarized exchange, has yet to be determined. What is clear however is that on Twitter, in some instances, birds of a feather do flock together as they do on political blogs. But in other instances, Twitter can play an important role to foster cross parties communication in the online political arenas.

In Pakistan's context, the political role of social media was first realised and harnessed by former president, Pervez Musharraf. Musharraf's Facebook page has 454,016 likes. In 2010, *The Telegraph* reported that Musharraf was feeling confident about coming back to Pakistan to take part in active politics, being spurred on by his massive following on social media. The next social media darling from Pakistan's political arena is Pakistan Tehreek-e-Insaf's leader, Imran Khan. He has 436,695 likes on his official Facebook page and his official twitter account is followed by 366,080 people. According to Pankaj Mishra's profile of Imran Khan, "social media is changing Pakistan," the PTI leader said. Most Pakistanis have mobile phones. They sign up for Twitter and Facebook in millions. Direct access to voters meant that the PTI could ignore the old constituency politics of appeasing the middlemen."

Social media is being used as a launching pad for election campaigning by almost all the major political parties who have developed their websites and have profile pages on popular social networking sites including Facebook and Twitter.

Attractive messages based on political activities are being circulated to gain maximum support of the people. The parties have also hired the services of Information Technology (IT) experts for this purpose as it is the fastest way of conveying messages to millions of people simultaneously. "The messages being circulated through social media are mostly comprised of pictures of politicians with different captions, video clips, newspapers cuttings, cartoons etc. The users express their likings or disliking to others thus stirring a debate or exchange of views on a subject. Social media was enhancing people to people interaction and hoped that it result in a healthy turn out of voters in the elections. Social media was also helping creating political awareness among the masses.

Pakistan is ranked at 28th position with about 8.2 million facebook users. America is at the top with 160 million users, Brazil at second position with 63 million, India at third with 62 million users.

Among 8.2 million users of Facebook in the country, 70 per cent are male while 30 per cent are female. Similarly, 65 per cent users are from 13 to 24 year of age group.

In a democratic world, media is widely used as a tool for election campaigns and since the usage of internet is ever increasing with new media becoming a rising phenomenon, it is not surprising that politicians are utilizing this space to maintain their presence. Indian Prime Minister Narendra Modi recently made his debut on Instagram, with a follower count of 144K in just two weeks. While tech-savy Modi already has significant social media presence with 8.14 million followers on his Twitter account, President Obama being the most followed politician on Twitter has over 50 million followers.

In Pakistan, the initial impact of social media was evident during lawyer's movement after traditional media was curbed; lawyers and civil society mobilized through social networking sites and came out to protest against former president Pervez Musharraf. Interestingly, the political role of social media was first realized by Pervez Musharraf himself, who used his Facebook page to launch his political party and gather a substantial amount of supporters for his return. He felt confident to come back to Pakistan based on his popularity on Facebook, to take part in active politics; however, he failed in that endeavor. On the contrary, Imran Khan, the second political leader to resort to social media was rather successful in gathering thousands of people at the political rally on October 30, 2011 at Minar-e-Pakistan, followed by another successful rally in Karachi.

What led PTI to translate this social media potential into political action? PTI through a heavy online presence and active role in mainstream politics creates a balance, translating it into actual street power. Another advantage the party has is its youth centric approach, as 70 percent of the total population in Pakistan is under 30, PTI gains from the demographic dividend. The recent sit-in by PTI against the government is another case in point where despite crossing 100 days, the movement has not died down, attributed not only to mainstream media coverage but also because of substantial follow-up and motivational messages circulating on social media. This rising popularity of Imran Khan made other parties to take notice, resorting to social media for image projection and interacting with the public. Hence, the general elections 2013 witnessed a new wave of social media campaigns by parties such as PTI, MQM, PML N and PPP. These parties formed social media cells to manage their online campaigns, PTI's cell being the most

dynamic. The mobility of PPP, MQM and ANP was limited due to terrorist threats; therefore these parties also focused on extensive political campaigns on social media.

PTI's online popularity however, failed to translate in general elections, raising various questions on the limited influence of social media. The answer lies in the number of internet users in Pakistan; 30 million- 16 percent of the total population with only 4 percent presence on social media. Moreover, two thirds of country's Facebook users (most popular social networking site in Pakistan) are below the age of 25 and more than half of them come from the richest 10 percent of households. Therefore, most of the users on social media as of now are not only highly polarized but also extremely young, perhaps not eligible to vote yet.

Post-election, prominent political leaders still maintain a presence on social media to issue different statements and interact with the public. Imran Khan leads Twitter with 1.74 million followers, Maryam Nawaz with 783K followers and Bilawal Bhutto with 606K followers. There are other accessible politicians on Twitter like Sheikh Rashid, Sherry Rehman and Rehman Malik who not only post updates on regular basis but also engage in discussions with their followers.

While the political use of internet in Pakistan is still in its early phase, there are others ways as well through which social media is playing a key role in politics. One such function is disseminating of news, as these days mainstream news channels pick up news from Twitter and other networking sites. Amid recent political crisis, a tweet by DG ISPR Asim Bajwa with reference to COAS being asked by the PM to play the role of facilitator created waves in the country, becoming the most retweeted tweet in Pakistan, 22,132 times.

Moreover, social media has not only made political figures easily accessible but it has also become an alternate public sphere where it is being used for greater public participation. It has instilled a sense of political empowerment among the youth with something as simple as sharing a photo or video online. Since there is no gate keeping or state control over social media, it opens up new avenues of debate and political discussions.

The recent amateur videos captured from mobile phones on an Islamabad bound PIA flight started circulating online, clearly showing how Senator Rehman Malik and MNA Dr. Ramesh Kumar faced public ire for allegedly causing delay. The videos sparked a movement against VIP culture in Pakistan and the news was picked up on both national and international media. This incident highlights two interesting trends reinforced by social media which also reflect on its growing power. One is the escalating global reach of online citizen journalism; the other is functioning of public pressure groups on social media and their significant influence on the outside world.

However, digital divide within Pakistan is still a pertinent issue with 4 percent social media penetration rate next to only Laos, Bangladesh and Myanmar. The influence remains largely limited to urban areas and certain sections of the society. This proliferation is hindered by deficit in education and infrastructure yet with increasing number of mobile users; Pakistan has a significant scope for user growth of internet. According to a report by World Bank, Pakistan's growth rate of internet users is second highest in SAARC countries in accordance with its population. Therefore, in the coming 10-15 years, traditional door to door political campaign is likely to take a backseat. In changing times, social media will possibly takeover and change the discourse and course of the elections in Pakistan.

The Functional Approach to Mass Media

Q: What is functional approach? Discuss in detail the ideal role of mass media in democratic setup. Formulate a workable solution to overcome media's sensationalism toward political issues of Pakistan. (CSS- 2016)

Four Functions of the Media

The mass media and mass communication serve many functions for our society. Clearly, one of the main attractions is escapism and entertainment value. We come home after a hard day at school or the office and turn on our favorite television comedy, game show, or dramatic program. Another major use of the media is to provide information. Driving to school or work, we turn on the radio and catch the latest news, weather, and sports scores. We may listen to our favorite talk program to hear what others think about relations between the United States and China. Harold Lasswell (1948) articulated three functions of mass communication: surveillance, correlation, and cultural transmission. Charles Wright (1960) added a fourth function, entertainment. In 1984, Denis McQuail added a fifth function: *mobilization*.

Sociologist Charles Wright directly applied functionalism to mass communication in his 1959 book *Mass Communication: A Sociological Perspective*. He wrote that media theorists "noted three activities of communication specialists: (1) surveillance of the environment, (2) correlation of the parts of society in responding to the environment, and (3) transmission of the social heritage from one generation to the next" (p. 16). Wright added a fourth, entertainment. These became known as the "classic four functions of the media."

The first function, *surveillance of the environment*, is considered the information and news-providing function of mass communication. The dissemination of news and other factual information represents one of the key functions of mass communication. The media keep us informed about national and international news ranging from world stock market prices and revolutionary uprisings to local traffic and weather conditions. In times of crisis (a national drought, for example) one of the surveillance functions of the media is to inform people what is expected of them, thereby minimizing confusion and contributing to social order. Since information is knowledge and knowledge is power, media offer authentic and timely facts and opinions about various event and situations to mass audience as informative items. Information provided by mass media can be opinionated, objective, subjective, primary and secondary. Informative functions of mass media also lets the audience knows about the happening around them and come to the truth. The amount and availability of information is now overwhelming compared to forty years ago when a few television networks, local radio stations, and newspapers competed to keep us informed. The media saturation has led to increased competition to provide information, which creates the potential for news media outlets, for example, to report information prematurely, inaccurately, or partially.

Closely linked to surveillance is the *correlation* function which deals with how the mass media select and interpret information about the environment. The second function, *correlation*, deals with how the mass media select, interpret, and criticize the information they present to the public. The editorials on radio and television and the persuasive campaigns waged using the media are primary examples of the correlation function. Articles in newspapers, or discussions on

radio and television about political, economic or social events, for example, have been selected and interpreted by the mass media, and have consequences for the way we understand and respond to these events. Our attitudes and opinions about political figures, for instance, are often influenced by the impressions we receive from the mass media. A negative impression of the African National Congress, for instance, was reinforced for many years by the South African Broadcasting Corporation which continually portrayed it as a terrorist movement. On the other hand, public response to a recent television programme on *Operation Hunger* helped to gather funds for the organization's work in feeding the hungry.

The third function, *cultural transmission*, refers to the media's ability to communicate norms, rules and values of a society. Cultural transmission is a teaching function of mass communication. Television shows such as *Family Ties* and the *Bill Cosby Show* have been mentioned as programmes which promote values such as respect for authority and family harmony. Many children's programmes are designed to encourage behaviors which are considered appropriate in a given society.

The fourth function of the mass media, *Entertainment*, refers to the media's ability to present messages which provide escapism and relaxation. Although the entertainment function of the media has frequently been criticized because of the low quality content of some programmes, many current theorists recognize its positive consequences. They point out that mass communication provides relief from boredom, stimulates our emotions, helps fill our leisure time, keeps us company, and exposes us to experiences and events that we could not attend in person (cf. Infante, Rancer and Womack 1990).

Mobilization

McQuail's fifth function of mass communication, mobilization, refers to the ability of the media to promote national interests (as we saw in the discussion about World War I), especially during times of national crisis. Although this mobilization function may be especially important in developing nations and societies, it can occur anywhere. We may have seen evidence of it in the United States during the days after the assassination of President John F. Kennedy and during the coverage of the terrorist attacks of 9/11. The media's central function was not only to inform us but also to counsel, strengthen, and pull us together.

The functionalist approach is still used today to study the relationship between mass communication and society. It offers researchers a theoretical framework for examining the social consequences of mass communication, especially its contribution to the maintenance of social order. With regard to change in society, however, functionalism can only accommodate slow-moving, evolutionary change. It is incapable of accounting for sudden and fundamental change. Its application is thus limited to areas such as policy research, planning and evaluation. Functionalism has also been criticized by many theorists because it offers a limited view of communication. By concentrating on the functions that mass communication performs for society, it tends to overlook the human nature of communication and the fact that people construct meaning from messages. It has also been accused of having a con-

USES AND GRATIFICATIONS THEORY

A theory of mass communication that attempts to explain the uses and functions of the media for individuals, groups, and society in general.

servative bias which justifies the maintenance of the existing social order and prevents any meaningful change from taking place.

Mass Media and Social Representation

"We cannot communicate unless we share certain representations" (Moscovici and Marková, 2000, p. 274).

The theory of social representations (cf., e.g., Moscovici, 1981) conceptualizes the cognitive structure and the social dynamics of popular knowledge. Social representations are more or less popular cognitive representations of relevant social phenomena. These phenomena include scientific theories (e.g. *psychoanalysis, physics*), social roles (*woman, child*) or such phenomena as 'illness' or 'culture'. The concept of social representations has both structural and dynamic aspects. Structural aspects include representational field (*content, hierarchy, and area of validity*), knowledge (*quantity, quality, and differentiation*), and attitude towards the object represented. The central dynamic processes in social representation are objectification and anchoring. Social representations are not equally distributed within society. One can differentiate between general and group-specific knowledge.

Social Representation

A system of common values, ideas and practices that enable people to understand each other and communicate about similar issues. It also involves a degree of subjective interpretation that leads to differences in understanding, different readings of texts and therefore the motivation to communicate. Representations may be hegemonic, negotiated or oppositional.

The first empirical study of social representations (Moscovici, [1961] 1976) - on the representation of psychoanalysis in France - already employed media analysis. As in later studies, too, the mass media were regarded as an external memory for society-specific or group-specific knowledge. The analysis of this part of 'objective culture' (Mannheim, 1954) provides information on the culture-specific core and the sub cultural variations of a social representation, which can then be completed by individual-based data of the 'subjective culture'. The chronological and functional order of these data pools which commonly goes from scientific publications via more or less popular writing to written or oral everyday uttering's finally allows conclusions to be drawn about the

Of all the mass media, television can be considered particularly relevant for social representations. It has definitely changed fundamentally the diffusion of information in our society both quantitatively and qualitatively. This change has specific consequences for more or less all structural and dynamic aspects of social representations.

What is the Relationship between Representation and Communication?

Social representations are "systems of values, ideas and practices with a two-fold function: first, to establish an order which will enable individuals to orient themselves in their material and social world and to master it; and secondly to enable communication to take place among members of a community by providing them with a code for social exchange and a code for naming and classifying unambiguously the

various aspects of their world and their individual and group history" (Moscovici, 1973, p. xiii).

Each medium enlarges the opportunities to communicate. However, at the price that the construction of reality is subject to its specific rules. In oral cultures, communication, and the associated construction of reality as well as the authenticity of that construction, is connected to the individual and thus limited in time and space. The culture of literacy made the dissolution of this connection possible, and the diffusion of objectified reality constructions via mass media promoted a standardization of ideas. Television in its classical form, addressing itself to a large and dispersed audience and demanding less qualification than literacy, intensified this effect. In addition, the speed of transmission in TV communication accelerates, as a rule, the diffusion of ideas. The main difference between television and other media, however, is its specific relationship with reality outside media communication:

Of all forms of reconstruction of reality television has the closest resemblance to 'primary' reality. It gives the impression of reproducing, not constructing, reality. The written word always indicates 'its mediating function, it is a process of abstraction in which the constructive activity of the author remains obvious. Photography produces iconically realistic reproductions, but it always makes evident that these are selected or constructed manifestations of reality. Even the most naturalistic photograph has no sound or motion. Television has got both and therefore gives the impression of something authentic and verifiable by one's own eyes. This is particularly true for the representation of persons; and television as a medium of moving images tends to personalize even abstract information.

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Mass Media in Pakistan:

Introduction

Media is the most powerful instrument of communication and has the power to motivate the opinion of common people. Stanley J. Baran (2004), says that media is saturating our everyday lives that we are often unconscious of their presence, not to reveal their influence. Media inform us, entertain us, enjoyed us, and annoys us. Media moves our emotions, challenges our mind, and insults our intelligence."

Media represents an important mechanism for peoples of different social, cultural and tribal groups to learn about each other. The importance of mass communication and its affects are as old as the history of mass media. People always likely to know how media messages are influencing people by bringing about an ordinary change in their values, norms and culture.

Pakistan has a history of vibrant, private, and independent print media such as English language newspapers, *Dawn*, *The Frontier Post*, *Daily Times*, *The Friday Times*, *The News*, and Urdu language newspapers like the *Jang*, *Nawa-i-Waqt*, *Daily Express* and *Daily Khabrain*. But print media cannot serve as mass media in a country where more than half the population is illiterate. With only 47 percent literacy compared to an average of 60 percent in South Asia, Pakistan's newspapers fail to reach a significant segment of population, especially in the rural areas. While newspapers inform the educated in urban areas, in rural Pakistan, people have long depended on radio and state-run television channels for information in the absence of any private broadcast media in the country.

State-owned media are subject to strict parameters for content. For the crucial first seven years (1964-1971) when the PTV was born and initially bred under the two military-led governments of Ayub Khan and Yahya Khan

The late 80's and early 90's marked a turning point on the electronic media landscape with the emergence of Shalimar Television Network (STN) by Benazir Bhutto's first government, although partially state-owned as an alternate channel to PTV in 1989. In 1996, the PPP government allowed private radio and television outlets namely FM-100 and Shaheen Pay TV, which assumed the shape of an industry. An entirely new news coverage policy had been introduced in December 1988 to PTV and PBC by Prime Minister Benazir Bhutto's government. For the first time, fairly balanced coverage was given on a daily basis to the opposition in news bulletins and capsule coverage of parliamentary speeches.

Types of Media

- Electronic
- Print

- Interactive (refers to products and services on digital computer-based systems which respond to the user's actions by presenting content such as text, graphics, animation, video, audio, games, etc.)

Print Media

Although, media is one of the potent forces of globalization today, it has also been beneficial in the past. While discussing the media of Pakistan and the role of English language, history reveals that English language has played a powerful role in print media in the struggle to have an independent Muslim state.

According to Qudrat-ullah the first Urdu newspaper was published in 1822 in India. It was a literary paper owned by Maulvi Mohammed Baqar. Later a number of other papers started to appear with the emergence of the Muslim press in 1836. It was 1857 that the political relation between British and Muslim population became estranged and the papers started writing blatantly against the British occupation of India. As a result British authorities shut down the Muslim owned publications and Maulvi Baqar was sentenced to death. This led to a serious political communication gap between the Muslims and the British. The Muslim's grievances could only be intimated to British authorities through some medium and the best Sir Syed could think was revival of press. He started Urdu paper 'Tehzibul Akhlaq' in 1870. It not only promptly contributed to achieving peace and harmony between two civilizations, but also provided a platform for Muslim unity. Consequently Muslim League was created in 1906. In early 20th century Muslims political reawakening was indispensable to achieve workable relation with British. It was reflected in number of papers published at that time. As many as 220 papers published in different languages notably English (18), Urdu (20) and Bengali (14) as mentioned by (Kurian) in Gunaratne.

Though, the existence of the papers was quite vulnerable because of their weak circulation but, their performance was commendable. Some of them became very influential. Few such papers were 'Comrade' in English; Urdu paper 'Hamdard' and 'Zamindar' by Maulana Zafar Ali received immense recognition among the masses and became the voice of Muslims to project their aspirations. The commitment and power of Muslim English Press helped to cherish the dream of a free state and, finally, its relentless efforts brought a new country into existence on 14th August 1947. Dawn had the honour of publishing the news of a long awaited day as its headline.

- Print media in Pakistan is divided linguistically into three major categories: Urdu, English and other local/regional languages.
- The English media targets the urban and the elite readership, and has great leverage among opinion makers, politicians, the business community and the wealthy sections of society, but it has limited circulation when compared to Urdu and other vernacular press.
- There are three major players on the print media market and in the media market in general.
- The Jang Group of Newspapers is Pakistan's largest media group and publishes the Urdu language *Daily Jang*, *The News International*, *Mag Weekly*, and *Awam*. The group has a moderate conservative perspective.
- The Dawn Group of newspapers is Pakistan's second largest media group and produces an array of publications with that include the *Star*, *Herald* and the newspaper *Dawn*, which is its flagship. *Dawn* is considered a liberal, secular paper with moderate views.

The Star is Pakistan's most popular evening newspaper, and the *Herald*, is a current affairs monthly.

- *Nawa-i-Waqt* is an Urdu language daily newspaper and has one of the largest readerships in the country. It belongs to the Nawa-Waqt group, which also publishes the English newspaper, *The Nation*. Like *The Nation*, the *Nawa-i-Waqt* is a right wing, conservative paper. According to Javid Siddiq, resident editor, the paper stands for democracy and for an Islamic welfare state.

The expansion of print media, especially in English, is inconsistent with the number of English newspaper consumers. Apparently, there are about 150,000 buyers of all English papers put together. An extended readership will surely not be more than 500,000, which is peanuts in a population of 175 million.

Print media is not dying

In these days when technology advancements have reached at its peak, people generally think print media have become obsolete. The widespread use of electronic devices such as tablets, computers, kindle and smart phones has enabled their users to access almost everything. These are the devices due of which people think that print medium is dying and it will not be any more in future. Although the reality is slightly different because actually the invention of these gadgets and the facility of internet have given print media a new life. The existence of e-papers and blogs are the proof of the strength which print media have gained in last few years and these online portals are the extension of the print media.

The World Wide Web has provided stability to the print industry. Now almost all the publications have their e-versions on the internet and the publications which do not have widespread networks on internet are not considered stable. Internet has not only revived print media but it has also introduced new terms in journalism, such as online journalism and citizen journalism.

After witnessing the popularity of the online media and the inclined interest of people towards it, some people say that web journalism will replace print publications. Although the point is that most interactive journalism websites on internet are the newspaper websites which are managed and owned by print publishers themselves. Online media is strong enough to support print media but it cannot replace it. Websites and blogs can't take the place of print media because of many reasons and the two most common reasons are the lack of finance and professional staff. Most online sites don't have proper sources to generate income, they usually get very few ads and even if they have many ads, they don't get high rates to display them because they are not a proper company or a network.

Even if they manage to generate money, they don't have professional reporters and journalists because experts are hired by the large networks of print publishers. One has to realize that both the mediums have their own importance. They are the useful mediums and we can ensure maximum utilization of them both if we use them together. Both mediums can provide support to each other if used in collaboration.

Electronic Media

The booming electronic media is powerful, but young, and needs to find a greater balance in its coverage of political and conflict-related issues. Many journalists need training.

Radio

Radio broadcasting is an integral part of any nation. Radio has a greater potential in mass communication in Pakistan for two reasons firstly, it reaches even the remote areas of the country

and has no physical impediments. Secondly it disseminates information to both literate and illiterate listeners. Radio has a powerful role to play in language. Hence the language used in radio impacted the previous generation greatly.

All India Radio was the sole broadcasting station before the partition but after partition the radio stations at Peshawar, Lahore and Dhaka were allotted to Pakistan. The first broadcast after independence went on air simultaneously from Lahore and Peshawar on 14th August 1947. However as the network was negligible and weak; therefore it was difficult to reach people mainly because 80 percent population lived in villages. There was a quick need to develop available electronic media into effective channel to carry out the national tasks and to provide truly national services.

A year later, a medium wave transmitter station was set up in Karachi and then in 1950 radio came on air in Rawalpindi. In the next ten years Hyderabad and Quetta acquired radio stations. One of the assumptions is that role of radio is 'propaganda' therefore radio has remained under the control of the state for fear of its misuse and powerful influence for a very long time.

Television

The history of electronic medium, i-e television is not very old. Though the progress and development it has made over the years is remarkable. Television was introduced in Pakistan in 1963. After the completion of its experimental transmission the first TV station was established in 1964 in Lahore. It was set up by a private limited company and later this company was converted into fully government owned public limited company in 1967, known as Pakistan Television Corporation.

The Television network spread in all the provinces gradually; in 1967 the television stations were setup in Karachi and Rawalpindi / Islamabad. In 1974 it was established in Peshawar and Quetta. Within the competition of its first phase of development within eight years, it started its satellite transmission in 1972, followed by colored transmission in 1976. In 1992, PTV decided to establish a new channel, known as PTV-2. It was opened 'mainly to televise educational programs as mentioned by Guarantee

With the launching of first Pan Asian commercial satellite in 1994, PTV started telecasting its programs through this satellite which were viewed in 38 countries. In 1998, a new channel, PTV World went on air; it was watched by overseas Pakistanis in Asia. News and entertainment programs were its main features. PTV televised news in Urdu, English and in all major languages as well as Arabic. Within next few years Pakistan Television launched another two channels; Prime TV and Mid East channel for its viewers in Europe and Middle East. Soon it became leading TV organizations in South and South East Asia.

With the arrival of an era of electronic medium of mass communication in Pakistan, the outlook of people was changed. They became more aware, more conscious and more knowledgeable. However, since this medium remained under government control throughout its history, it could not do justice with its role.

Which media is more effective, electronic or print?

For policymakers print media is most influential because it is urban-centric, news is backed by editorials in which newspapers take positions on issues. For the ordinary people TV is most important as information is backed by visuals and provides real-time information and news. However, increasingly radio is proving great community medium as FM radio stations can talk about local issues and promote local voices, dialects and local priorities. Radio is also almost non-sensationalist making it more reliable for local listeners.

Functions of Media

- Reporting of the things that are happening
- Providing information to the public
- Higher role is promoting awareness among general public about socio-political economic problems, about weaknesses of governance, giving them critique of policies being pursued.
- Importantly, creating an enlightened polity.

Media Houses of Pakistan

- The three main media groups that are still active to date have their origins in the Muslim independence movement of British India and were closely associated to some of its most prominent political figures. However, as the politics of the newly-born Pakistan turned into a harsh competition for power, those same media groups chose to carve their own space for survival by taking sides in the ongoing struggle.

Weaknesses and Strengths of Media of Pakistan

Strength of electronic media is that it can make it difficult for govts and authorities to cover up bad governance and abuse of power. It can also mobilize public opinion quickly in favor of reformist initiatives.

The weaknesses that its nature of real-time operations can dilute the filtration process of verifying information. Real-time media can get sucked into a race for ratings which can result in sensationalist and hysterical media that can end up distorting perceptions about issues.

Current Scenario of Media

- Pakistani media is facing a serious crisis of credibility by having embraced sensationalism as a substitute for ethical journalism.
- It has become a statement-driven news operation in which facts and opinion are mixed while the line between opinion and analysis is also being deliberately blurred.
- Also, media being itself targeted and under threat seems to be left in limbo to take any clear cut stance on hard core issues like terrorism, extremism, civil-military relations and national security.

Like judiciary, parliament and bureaucracy, media is also a responsible institution of Pakistan. Undoubtedly, it is considered as the mouthpiece of the whole nation especially the downtrodden people of Pakistan. If media will play its role according to the already designed rules and regulations of the authorities, then surely it would be supported and vice versa. In the Article 19 of our constitution, press has been declared as an autonomous body and at the same time it also has been directed to follow some rules in a bid to avoid any kind of chaos and conflict in the country. It is an admitted fact that Pakistan is a multi-ethnic, multi religious, multi-cultural and multi lingual society and sectarian clashes and upheavals have become the order of the day. In such kind of a sensitive society, it is onus on media to play its role in an effective and impressive way. A sincere and faithful media can help the country to overcome different shortcomings. Recently in Pakistan, we can trace out the role of media in solving a number of crises which proved to be fruitful in strengthening democracy in Pakistan. Either it was the Black Coat Movement, the ousting of an army dictator, elections of May, 11, Doctor Tahir ul Qadri factor or the support of Pak Army in Zarb Azab Operation in North Waziristan, the role played by our media can never be denied. In the same way it has highlighted a number of corruption cases in the country which has paved the way for our judiciary to bring the culprits to the desks of accountability. Owing to its multifarious functions, especially being the public opinion maker, it

has to dig out the truth. This is the ultimate right of media to bring the reality of any issue before the public without any hesitation and biasness. Therefore, it is dire need of time to devise some ethics for media which are indispensable for the proper and legal functioning of media. As Shakespeare says that "to err is human nature". So, a little error by any media personnel can lead a media channel or newspaper towards some restrictions like the case of Hamid Mir of Geo News.

Briefly speaking, in modern times, media is considered as a double-edged sword. It is the most powerful tool of the world democracies. It has the power to make the king a villain, the innocent guilty and vice versa. In this regard, Edward Bernays opines that "media is the invisible government which is the true ruling power of our country". It should not be used as a lethal weapon against anyone. Ethics, canons and moral standards of journalism must be designed in the light of the constitution of Pakistan.

Legal framework for Editorial Policy**Article 19 of the Constitution of Pakistan**

1) Every citizen shall have the right to freedom of speech and expression, and there shall be freedom of the press, subject to any reasonable restrictions imposed by the law in the interest of the glory of Islam or the integrity, security or defense of Pakistan or any part thereof, friendly relations with foreign States, public order, decency or morality, or in relation to contempt of court or incitement to an offence.

International covenant on civil and political rights;

- Article 19 (1) : every one shall have the right to hold opinions without interference
- Article 19 (2) : every one shall have the right to freedom of expression ; This right shall include freedom to seek receive and impart information and ideas of all kinds regardless of frontiers , either orally , in writing or in print , in the form of art or through any other media of his choice
- Article 19 (3): the exercise of the rights provided for in paragraph two carries with it special duties and responsibility. It may therefore be subject to certain restrictions , but these shall only be such as are provided by law and are necessary

Challenges of Private Media

- The TV channels in Pakistan seem to have willfully abandoned the concept of gatekeeping, which was supposed to filter out hysteria and sensationalism.
- Big Private TV Channels seem to be divided on major issues and particularly regarding civil-military relations. Open war of words between ARY and GEO shows vested interest of Media giants.
- Extremist influence on media has been growing due to mushroom growth of TV channels that are more interested in ratings and resort to sensationalism instead of objectivity.

Media and the State

- Media's role is in creating awareness and in acting as a watchdog with regard to disputed governance-related issues such as corruption, violence and terrorism, and the rule of law.
- Media's role has been increased due to fast shrinking writ of the state and lack of consensus among the major institutions of the state.
 - According to the Journalist Shahid Masood, "There are no clear instructions or briefing from the government side to the media on major, sensitive issues and incidents." Its one example is incident of Laal Majid.

Employer-Employee Relations in Pakistani Media

The Wage Board

Wage board for journalists in Pakistan

Basically, it is a board /committee that is constituted by the government for the purpose of fixing the rates of wages for newspapers employees.

Background

When Pakistan came into being there was no law for the wages of journalists in the country. They would have been paid according to the will and wishes of newspaper owners. Hence, the working journalists raised the injustices in the constituent Assembly of Pakistan through the following resolution tabled in November 1953.

The Assembly is of the opinion that the government of Pakistan should appoint a committee to investigate the conditions of the national press of Pakistan with particular reference to the working conditions of the journalists and report to the government?

After passing of the above resolution the government of Pakistan constituted a press commission with various terms of reference including recommendation in the rates of pay and working conditions of journalists.

Press Commission 1954

In September 1954, the government set up a press commission, which was later on in 1958 reconstituted. The commission was supposed to give recommendations concerning the working conditions and salaries of the working journalists. One of the terms of reference of the commission was:

- o To examine and make recommendation on the rates of pay and working conditions of the journalists.
- o Mr. Justice Khurshid Zaman Lately a judge of the high court of judicature, Lahore, headed the commission. Hameed Nizami, Altaf Hussain, Z.A. Suleri and M.A.Zuberi were among the eleven other members of the commission

Reconstitution of Press Commission:

The All Pakistan Newspaper Editors Conference (APNEC) and Council of Pakistan Editors are the two rival bodies of newspaper Editors. Due to the professional and organizational rivalries of the two bodies the press commission could not function smoothly and this resulted in reconstitution of the press commission on September 5, 1958. The reconstituted press commission was headed by Mr. H.B Tyabji. The Ex-chief judge of the High Court of Sindh, Karachi.

Report / recommendation of the commission:

In March 1959 the commission gave its detailed report / recommendations to the government and said that a law should be made to regulate the condition of service of working journalists and a Wage board should be constituted which would fix the rates of wages of the working journalists. Now it must be kept in mind that the wage board at that time would fix the pay only for working journalists not for all the employees of the newspapers organizations. The commission highlighted various problems facing the newspaper industry in general and working journalists in particular.

Working Journalists (Condition of Service) Ordinance 1960

The government of Pakistan passed an ordinance on 26th April 1960 in order to give recognition to the recommendations of the commission. In this ordinance, it was stated that all the working journalists would be given wages according to the Wage Board decision. And also the working conditions of working journalists were defined. According to the ordinance the Wage Board will fix the rates of wages only for working journalists not for all the employees of the newspaper organizations. Under section 8 of the ordinance the central government on May 30th 1960 constituted the first wage board.

The First Wage Board 1960

The government of Pakistan constituted the first Wage Board on 30th May 1960. Mr justice Sajjad Ahmed Jan was appointed its chairman. He, at that time, was the judge of the High Court of the West Pakistan. In this board wages were fixed for the working journalists only. And every newspaper organization was supposed to give wages according to the rates fixed by the Board. The said term working journalists means a person who is a whole time journalist and is employed as such in or in relation to any newspaper establishment. It include an Editor, Copy Writer, News Editor, Sub Editor Feature Writer, Reporter, Correspondent, Copy Pester, Cartoonist, News Photographic, Calligraphist, and Proof Rader but does not include any such person who:

- 1) Is employed mainly in a managerial or administrative capacity. Or
- 2) Being employed in a supervisory capacity performs; either by the nature of the duties attached to his office or by reason of the powers vested in him functions mainly of managerial nature.

The board gave its decision on 31st December, 1960 which was made operative from 1st January 1961. It was stated that the decision of the board would be subject to review and revise after five years from the date of its enforcement by an authority that might be set up by the federal government.

Fringe benefits:

The first wage board announced that in addition to basic salaries, all employees would be given the following benefits.

- o Dearness allowance.
- o Conveyance allowance.
- o Night shift transport allowance.
- o Outfit allowance. (This is given once a year)
- o Wages for over time.
- o Wages for piecework.
- o Apprenticeship allowance (regional papers)
- o Legal expenses (regional papers)
- o Medical relief (regional papers)
- o Gratuity (regional papers)

Members of the Wage Board

The Board consists of a chairman, appointed by the federal government, who has been or is qualified to a judge of a high court and as many members to advise the chairman as may be appointed by the federal government. So, however that one half of the members represent the newspapers employees and the other half the employers in relation to newspaper establishment.

Board's Tenure

The federal government may, whenever it so considers necessary, by notification in the official gazette constitute it. However it is constituted after each five years.

Decision of the Board

The Board gives its decision within a period of one hundred and eighty days from the day of its constitution. Whenever Board is constituted, its meetings are held in all provinces of the country. In which representatives of newspapers employees and employers express their point of view. Then the chairman takes the decision and announces the award.

The decision of the Board shall be binding on all Employers in relation to newspaper establishments. And every newspaper employee shall be entitled to be paid wages at a rate which shall, in no case, be less than the rate of wages fixed by the Board?

The 2nd Wage Board

When the first wage board was formed in 1960, at that time it was decided that the government would form the board after each five years. Hence, the second wage board was due in 1965. But it was constituted after nine years of the first wage board on April 25th, 1969 instead of 1965. The second wage board had eight members, four represented working journalists and equal number represented newspaper employers. Mr. Justice Sajjad Ahmed Jan was nominated its chairman.

Later, in October 1969 Mr. Justice Sajjad Ahmed Jan resigned and was succeeded by Mr. Justice A.S Farooqi. He was a learned judge of the West Pakistan High Court. He allowed Interim Relief on 10th December 1969, which was confined to metropolitan newspapers because the required information in respect of regional newspapers was not made available to him. The learned judge maintained the classification of metropolitan as A and B categories while granting the Interim relief. He decided that all the newspapers which are located in metropolitan centers and they are having an annual revenue of 25 laces or more would be considered as belonging to metropolitan A while other newspapers having annual revenue of less than 25 laces would be considered belonging to metropolitan B category.

On 1st April 1970 Mr. Justice A.S Farooqi resigned and in his place Mr. Justice (retd) S.M Shafi was appointed as a chairman of the board on 5th of March 1971.

Fringe Benefits:

In addition to basic salaries, all employees would be given the following benefits.

- Cost of living allowance.
- Dearness allowance.
- General transport allowance.
- Gratuity.
- Grant on transfer.
- Night transport allowance.
- Local traveling allowance.
- Outfit allowance.
- Uniform.
- Interim relief:

The board announces interim rates of wages before taking the decision of wage award, which remains in force until the decision of the board comes into operation. The interim rates that are fixed by the board shall be binding on all employers of newspapers.

According to the interim relief every employee of the newspapers shall be paid wages at the rate, which shall in no case, be less than the interim rates of wages fixed under subsection. In 1969, Mr. Justice A.S. Farooqi allowed interim relief, which was rejected by Pakistan Federal Union of Journalists (PFUJ). The reason behind the rejection was that the interim relief was just for the working journalists not for all of the employees of newspapers organizations. The (PFUJ) demanded that the interim relief should be given to the entire newspaper employees not only to working journalists.

Newspaper Employees (condition of service) Act 1973:

The newspaper employees (condition of service) Act 1973 replaced the working journalists (condition of service) ordinance 1960, which was just for the working journalists not for the entire employees of newspapers organizations. Before the promulgation of the Act the working conditions of the employees were nothing short of forced labour. When the Act was promulgated it extended its benefits to all the employees of the newspapers. According to the Act the definition of the newspaper employees is:

A whole time journalist including an Editor, Leader Writer, News Editor, Feature Write, Reporter, Correspondent, Copy-Pester, Cartoonist, News Photographer, Calligraphists and Brief Readers II and a whole time Non-journalists including a Manager, Clerk, Steno Typist, Printing Engineer, Leno- type Operator, Composer, Type Setter, Photo Studio Attendant, Training Workers, an Accountant and an Office Peon.

(The gazette of Pakistan, extraordinary, October 25, 2001)

The Act was promulgated because of the sustained struggle of Pakistan Federal Union of Journalists (PFUJ) and All Pakistan Newspaper Employees Confederation (APNEC), the two apex bodies those are representing the working and non-working journalists. But the newspaper owners opposed the Act as according to them wage board should not be constituted under the Act because they could not afford to pay all the employees according to the decision of the wage board.

Reconstitution of the Second Wage Board:

On 11th September 1973 the PPP's First government of Pakistan reconstituted the second wage board. Mr. Justice (retd) S.M.Shafi was appointed as a chairman of the board. The board had four members. Two members represented the owners while two represented the employees of the newspapers. The board announced its decision on 8th of June 1974 and fixed new pay scale for the employees.

Fixation of the Wages:

In fixing rates of wages in respect of newspaper employees, the board may take into consideration.

- 1) The cost of living.
- 2) The prevalent rates of wages of comparable employments.
- 3) The circumstances relating to the newspaper industry in different regions of the Country and any other circumstances, which to the board may seem relevant.

The Board may fix rates of wages for timework and for piecework. The decision of the Board in fixing rates of wages shall be communicated as soon as practicable to the federal government. (The journal of PFUJ)

The 3rd Wage Board

The third wage board was constituted on 24th January 1979. Mr. Justice (Retd) Muhammad Munir Faruquee was appointed as a chairman of the board. The board had eight

members out of which four were representing the employers (owners) and four were representing the employees. The board was reconstituted in June 1979. It announced its interim relief on August 5th 1979. The board announced its final decision in May 1980. The decision was made effective and also it allowed the scheme of categorization of establishment and gradation of employees which still exists.

Fringe Benefits:

The third wage board announced that in addition to basic salaries, all employees would be given the following benefits.

- General transport allowance.
- Local traveling allowance.
- Outfit allowance.
- Uniform.
- Hill allowance (for the employees posted to Quetta)
- House rent allowance.

Besides this all benefits, which were given in the first and second wage decision and not covered under this decision shall continue to be enjoyed by the newspaper employees.

The 4th Wage Board:

The Federal Government constituted fourth Wage Board on 4th October 1984. Mr. Justice Mian Fazle Mehmood of Lahore High Court was appointed its chairman the Board had 12 members a six of them represented the employers while the other six were the representatives of the employees. On 10th of January 1985 the Board gave its Interim Relief. The final decision was given on 28th of September 1985 the decision was notified in the gazette on 16th October 1985 it was made operative from 15th April 1985.

Fringe Benefits:

Fringe benefits were almost the same as given in the previous wage board decisions. Besides this, Study and Research Allowance was given to the newspaper employees.

The 5th Wage Board

On 20th July 1989 Fifth Wage Board was set up which was reconstituted on 20th December 1989 Mr. Justice (Retd) Agha Ali Hyder was appointed its chairman and 14 members equally drawn from amongst the employers and the employees were included in the wage board the Board granted Interim Relief vide its order dated 8th February 1990 the final decision was given on 18th December 1990 which was notified in the gazette of Pakistan extra ordinary dated 13th of January 1991 it was made operative from 15th of April 1990.

Fringe Benefits:

According to the fifth wage board the fringe benefits were almost the same as announced in the previous board's decision but their rates were increased.

Litigation

The All Pakistan newspaper society (APNS) and some of its members challenged the Interim Award in the Supreme Court by a constitutional petition. However, in the Pendency of the petition the final decision was given on 18th of December 1990 which was notified in the gazette of Pakistan extra ordinary dated 13th of January 1991 it was made operative from 15th of April 1990. The APNS filed an amended petition to cover the final award but the court rendered the earlier petition as infructuous and dismissed the amended petition by a full bench of five judges on December 14 1993 the court however stated that the petitioners may challenge the final

award before a court of competent jurisdiction as provided by law the APNS did not file any petition against the final award of 5th wage board.

The 6th Wage Board

On 23rd October 1994 Sixth Wage Board came into existence with Mr. Justice Zia Mehmood Mirza a learned judge of Supreme Court of Pakistan as its chairman the Board consisted of 18 members 9 each from the employers and the employees the final decision was announced by the chairman on 23rd October 1994.

Fringe Benefits:

In addition to the basic pay and other benefits, the sixth wage board announced computer allowance for the employees who were working as a computer staff.

The 7th Wage Board

On 8th July 2000 Government of Pakistan constitutive the 7th wage board under the newspaper employees (condition of service) Act 1973 for the purpose of fixing the rates of wages of the newspaper employees. The wage board composing of 10 members five each representing the employers and employees and the chairman Mr. Justice Raja Afrasiab Khan (Retd) judge of the Supreme Court of Pakistan pronounced its award published by the government of Pakistan dated 25th October 2001. The mandate of the Wage Board regarding revision of wages of newspaper employees encompasses four major parameters as contained in newspaper employees (conditions of service) Act 1973.

- a) The cost of living.
- b) The prevalent rates of wages for comparable employment.
- c) The circumstances relating to the newspaper industry in different regions of the country.
- d) Any other circumstances which to the board may seem relevant.

Implementation of the 7th Wage Board

The newspapers owners have failed to implement Pakistan's seventh wage Board decision which was handed down on 8th October, 2001. This means that newspaper employees are still receiving the wages that were fixed by the sixth wage Board decision handed down some 12 years ago.

APNS Point of View

The 7th wage Board award has not yet been implemented because the newspapers organization cannot afford to pay all the employees according to the wage Board decision.

According to APNS the Newspapers Employees (Conditions of service) Act 1973 is a disaster for Newspaper because it increased the scope from just journalists to all employees. This meant that the sweepers, drivers, ink men, accountants, business managers, dustmen, apprentices would now get wages and benefit structures considerably in excess of the going market rate it protected all bilateral concessions made to the union prior to the wage Boards and allowed the unions to continue their activities despite the setting up of the wage Board. The result being that newspapers management now had to fight the government every five years and its own union every year because they were not in a position to give more than what the wage Board had awarded.

- 1) Newspaper employees now had more than one compensation system
- 2) The wage Board determining the minimum wage
- 3) Special increments, determining extra payments
- 4) Benefits bilaterally negotiated and protected by agreements with their respective CBAs (unions)

- 5) Benefits like gratuity and medical granted by the Wage Board which have to be paid compulsorily under the terms and conditions imposed by the Act.

The working journalists and newspapers employees of Pakistan have been denied an increase in minimum wages since 1996 is eye-opening. Due to the ongoing litigation in the higher courts the owners of the media houses are enjoying the benefits of the delay in justice. The 7th wage board award, binding on the owners of media houses by the law, was announced in the year 2000 but since then the implementation has been delayed through the interventions and stays from the courts. The Sindh High Court has reserved its judgment since September 2010 and even after almost seven months could not announce the date when the decision will be communicated.

During the period of more than ten years, since the announcement of the wage award, media houses have increased their advertising rates by more than 500%. They are also running television channels and getting concessions in excise duty on paper, printing machines and electronic devices. After a lapse of over 10 years, owners are still reluctant to increase the wages of journalists and other staff which has put an economic burden on newspaper employees.

Because of delay in the implementation of the seventh wage board award since year 2000 the working journalists and newspapers employees are also deprived of eighth and ninth wage board awards which are announced after every five years according to the law. It has been well established that the media is the fourth pillar of the state which can be run without full time and professional journalists and newspapers workers, that is to say, journalists.

But since then it has been pending in the courts the ultimate losers are the working journalists who were denied of their basic right of increase in their minimum wage and other fringe benefits. Salaries of the newspapers employees, including the journalists, which were fixed in July 1996 under the sixth wage board award, were never revised or increased. Whereas during this period (from 1996 to 1997), the salaries of employees of government departments, the armed forces, security agencies and the private sector were increased from 400 to 500 percent.

The All Pakistan Newspapers Society (APNS), the organization of owners of media houses, in the meanwhile, challenged the validity of the seventh wage board award in the Supreme Court of Pakistan under article 185 (3) of the constitution and also the vires of the Newspaper Employees (conditions of the service) Act 1973, claiming that the same was discriminatory law and meant for suppression of the freedom of press and putting undue economic stress upon the media.

The 8th Wage Board

On April 2011 Pakistan Federal Union of Journalists (PFUJ) has expressed its gratitude to President Asif Ali Zardari for constituting the 8th Wage Board award. The president ordered the constitution of 8th Wage Board award following a meeting with PFUJ delegation which called on him at President House here on Friday. Headed by Pervez Shaukat, the PFUJ President, the delegation included Secretary General Amin Yousuf, Senior Vice President Tariq Chaudhry, Vice President Asad Sahi and Treasurer Arshad Yaseen.

The 8th Wage Board was constituted on Sept 16, 2013, by the government, and was notified in the Gazette of Pakistan to determine the salaries of newspaper employees to meet the price-hike, but the newspaper owners' body, All-Pakistan Newspapers Society, adopted an irresponsible attitude.

The APNS did not nominate its representatives to the Wage Board, and when the government itself nominated representatives, they disowned them, although the notified people were their immediate office-bearers.

The Sept 16, 2013, notification of the Government of Pakistan in the Gazette of Pakistan had notified names of representatives of newspaper owners and representatives of APNS. They included Sarmad Ali (the then President), Dr Jabbar Khattak, Imtihan Shahid, Masood Hamid, Syed M Munir and Wasim Ahmed. The names from the employees' side included: Pervez Shaukat (PFUJ), Amin Yousuf (PFUJ), Nasir Naqvi (Lahore), Khalid Mehmood (Rawalpindi), Saleem Shahid (Quetta) and Abdullah Jan (Khyber Pakhtunkhwa).

Government-Press Relations

Historically, Pakistan's military regimes have heavily restricted media freedom. However, General Musharraf – perhaps seeking to use the media to his regime's advantage – introduced legislation that brought substantial liberalization to the electronic media. This (particularly TV talk shows) then proliferated, but entrenched power relations resisted the emergence of dissenting voices, and a uniformly uncritical media position towards the military was established. In addition, the regime used means such as the infiltration of media conglomerates by intelligence agents and the informal buying of journalists' services to help suppress media independence.

Pakistan's media laws, introduced under military rule, have not been debated in parliament. This lack of democratic debate limits the media's potential as an agent of reform. In addition, while journalists have been struggling to win media liberties, they have not sufficiently focused on improving journalistic quality. The number of journalists in Pakistan shot up from an estimated 2,000 in 2002 to over 10,000 in 2010, but the country's education system is inadequate and little effort has been made to improve new journalists' professional capacities. Other challenges to the development of professional, independent media practices include:

- The commercial interests of media owners and their connections with the state and the political machinery.
- The influence of religious extremism, which penetrates all levels of media houses. In addition, conservative positions are energetically promoted in the Urdu-language media.
- Threats to journalists' personal safety – though intimidation or lack of training on reporting from insecure areas.
- Financial constraints, job insecurity and the prevalence of freelance employment among journalists.

Any attempt to fundamentally reform Pakistan's media must be accompanied by intervention in the education system. Literacy must be made universal so that access to information is not limited to the elite, and learning standards should be assessed and improved. Further:

- The international community needs to recognize the significant differences between the Urdu- and English-language media. Greater understanding of the Urdu media, and engagement with it, could be helpful in reaching out to the majority of the population.
- Community, local-language radio seems to be increasing in Pakistan. The results of recent support from international development agencies for local FM radio stations broadcasting educational and counter-insurgency programmes should be monitored.
- To strengthen journalists' sense of security and ability to resist coercion, the monitoring and documentation of violations, capacity-building in risk awareness and safety preparedness, and advocacy and lobbying activities could be considered.

Press in Pakistan:

(The newspaper industry, from mission to the market)

On the eve of Independence, however, there was no major Muslim owned newspaper in the areas constituting the new state of Pakistan except the "Pakistan Times" and the "Nawa-i-Waqt", both based in Lahore. The Hindu newspapers decided to migrate to India. There was also a reverse migration of some Muslim papers from India to Pakistan. Among them was "Dawn", which started publication as a daily from Karachi, then the Federal Capital, on the day Pakistan emerged as a sovereign state.

The Urdu dailies "Jang" and "Anjam" also shifted from Delhi to Karachi. The "Morning News", after its closure at Calcutta, emerged from Dacca (in East Pakistan) first as a weekly (1948) and then as a daily (1949). It began simultaneous publication from Dacca and Karachi in 1953. Started soon after the establishment of Pakistan, these newspapers shared the heartbreaks and the difficulties the new state itself was encountering. Modern printing presses, for instance, did not exist.

Few newspapers could afford their own printing plants. Acute shortage of equipment, printing ink, newsprint, block making plants, linotype machines and their spares dogged every stage of newspapers production. The newly born Government of Pakistan, called upon, all at once, to grapple with the formidable problems of the new state, could not find resources to solve the problems of the press. It is a great tribute to the dedication and ingenuity of the pioneers of the Pakistan press that these obstacles, instead of overwhelming them, spurred them up to make greater efforts. There were, of course, casualties by the wayside.

The English daily "Sind Observer" closed down in 1952, as did the "Civil & Military Gazette"—its Karachi edition in 1953, and Lahore edition (where Rudyard Kipling once worked) in 1963. The English daily, "The Times of Karachi", incorporating the evening "Evening Times", folded up after eight years, so did the Pakistan Standard, the official English daily of the Pakistan Muslim League, within a couple of years after its birth in 1955.

The Urdu daily "Anjam" was incorporated with the daily "Mashriq" in 1966. Major national dailies despite these setbacks, steady progress was made. The newspapers today are better produced, show greater professional competence and have wider range and depth in their coverage of national and international affairs. Among the 121 daily newspapers in the country, the major national papers are 'Jang', 'Nawa-i-Waqt', 'Mashriq', 'Pakistan' (in Urdu), 'Dawn', 'Pakistan Times', 'The Muslim', 'Nation', 'The News', 'The Frontier Post' (in English). Newspapers and periodicals in the country are owned either by private individual proprietors or joint stock companies or by the Trusts. The groups owning newspaper chains are:

1. **The National Press Trust (NPT)**, a non-profit organization, was set up in 1964 by businessmen to own and operate newspapers. The registered charter of the NPT seeks the promotion of sound and healthy journalism with a truly national outlook, untainted by parochial, partisan or sectarian inclinations. The Trust is also committed to upholding and protecting the "ideology and integrity of Pakistan". The NPT had a Board of Trustees and a Chairman elected by the Board. In 1972, through the National Press Trust (Appointment of Chairman) Act, the Government of Pakistan took over the National Press Trust and appointed its Chairman. The NPT owned Pakistan Times, Lahore and Rawalpindi, Morning News, Karachi, Mashriq Lahore, Peshawar, Quetta and Karachi; Imroze, Lahore and Multan; Akhbar-e-Khawateen weekly, Karachi; and Sport Times an English monthly, Lahore.

2. **Pakistan Herald Publications Limited** owns Dawn, Karachi and Lahore editions, Vatan, Gujarati evening. Evening Star, English evening, and the Herald, English monthly magazine.
3. **Jang group (Independent Newspapers Corporation Limited)** owns Jang, Urdu daily published from Karachi, Rawalpindi, Quetta and Lahore; Daily News, English evening, Karachi, Akhbar-e-Jehan, Urdu weekly, Karachi Mag, m English weekly, Karachi, The News from Karachi, Lahore, Islamabad.
4. **Nida-e-Millat Limited** owns Nawa-i-Waqt, Urdu daily published from Lahore, Multan, Rawalpindi, Karachi, The Nation English daily published from Lahore, Karachi and Islamabad.
5. **Milat group** owns 'Milat' Gujarati daily and Leader, English evening, both from Karachi.

Business press the massive development activity in the country and the rapid expansion of trade and commerce after independence has paved the way for the rise of a business press. The newspapers and journals specializing in the projection of business and economic affairs include

- o Daily Business Recorder (English) Karachi
- o Daily Business Report (Urdu) Faisalabad

and several weeklies and monthlies." Dawn" also issues once a week a four-page economic and business review. It has also expanded its daily coverage of commercial and financial news to four pages. Due to competition, other major newspapers have also started publishing commercial news in ever-increasing volume.

Regional press

Another distinguishing feature of the growth of newspaper industry has been the development of regional press in the country. Being the most populous province of Pakistan, Punjab has the strongest regional press. Faisalabad, for instance, has as many as 10 Urdu daily newspapers. Most of them have only four or two pages with limited circulation.

Fifteen Urdu dailies come out from Bahawalpur, four from Sargodha, two from Gujranwala, two from Sahiwal and one from Jhang.

Sindh also has a vigorous regional press, with more than nine daily newspapers published in Hyderabad alone, the second biggest city of the province. The break-up is; Sindhi 5; Urdu 3; English 1; Sukkar has five dailies, Urdu 3; Sindhi 2; Jacobabad has three Sindhi dailies, Shikarpur has one Sindhi daily.

In the **Khyber Pakhtunkhwa** and in Baluchistan, there is hardly any newspaper worth the name outside the capital cities of Peshawar and Quetta.

Weekly journals are, however, published in the district towns of NWFP. Dera Ismail Khan, for instance, has four weeklies, all in Urdu; Abbottabad and Mardan have two Urdu weeklies each. Swat and Bannu also have one Urdu weekly each.

In **Balochistan**, Mastung has six weekly papers and one monthly; Khuzdar has one Urdu weekly. Hub has one Urdu weekly and one monthly; Sibi has one, Lasbella one, Dera Murad Jamali two, Chaghai one and Turbat one and one monthly. Quetta, the capital, has 10 papers including the Baluchistan Times and the Baluchistan Express (English).

Periodical Press

The periodical press in the country consists of weeklies, bi-weeklies, monthlies and quarterlies.

There are 313 weeklies, 550 monthlies, and 152 quarterlies, published from various centres, in Urdu, English, Sindhi, Pashtu, Baluchi, and Gujarati languages.

Many of these periodicals deal with literary and cultural subjects, while the others show strong politico-economic bias. Some specialize in trade and industry, films, women and children, engineering, science, medicine, public relations etc. In addition to the above, there are some literary journals like Qaumi Digest, Aalmi Digest, Al-Balagh, Urdu Digest etc. A number of house journals, published by leading corporations, trade and tourism organizations, airlines and oil companies, also appear regularly.

News Agencies

Since Pakistan's independence, there have been four major news agencies in Pakistan: the Associated Press of Pakistan (APP); the Pakistan press association, later renamed the Pakistan Press International (PPI) Associated Press Service (APS) is the first Pakistani news Agency on IT base in specialization in editorial writing. APS news agency also contributing news, feature, article, column, interviews, audio, video and photo service to print and electronic media throughout world. Renowned journalist and columnist Chaudhry Ahsan Premee Chief Editor and Publisher of this news agency. APS Associated Press Service, the news agency, is working in Islamabad, Pakistan. (APS) Associated Press Service also accredited by Government of Pakistan; the United Press of Pakistan (UPP); and the National News Agency (NNA). A number of other smaller news agencies have come into existence including the Independent News Pakistan (INP), News network international (NNI), the South Asian News Agency (SANA), and Online News International (ONI), Worldwide News agency (WNA)

In the early 21st century, like the rest of the world, print media declined precipitously but total circulation number have increased. From 1994 to 1997, the total number of daily, monthly, and other publications increased from 3,242 to 4,455 but had dropped to just 945 by 2003 with most of the decline occurring in the Punjab Province. However, from 1994 to 2003 total print circulation increased substantially, particularly for dailies (3 million to 6.2 million). Print media are published in 11 languages, but most are published in Urdu and Sindhi, and English-language publications are numerous. The press generally publishes free without restrictions and has played an active role in national elections, but journalists often exercise self-censorship as a result of arrests and intimidation by government and societal actors. Most print media are privately owned, but the government controls the National Press Trust, a major newspaper publisher, and the Associated Press of Pakistan, one of the two major news agencies, but now many news channels and news corporations are made through which Pakistani media became more faster and complicated and many talk shows are held to get the answers from political leaders about their bad plans.

The Press in the country is fed by two major news agencies: the Associated Press of Pakistan (APP) and the Pakistan Press International (PPI).

The Associated Press of Pakistan (APP) The Associated Press of Pakistan (APP) started its life in 1947 with the independence of Pakistan. Initially it was run through a Trust, but owing to financial bottlenecks, it was taken over by the Government through an Ordinance called; "Associated Press of Pakistan (taking-over) Ordinance 1961", on 15th June 1961, to put it on a sound financial footing. The journalists were allowed to retain their independent status under this ordinance. They were not regarded as government or semi-government employees and were governed by Labor Laws, which also encompass Newspaper Industry in Pakistan.

APP was later converted into Corporation on October 19, 2002 through an Ordinance renaming it as Associated Press of Pakistan Corporation (APPC) and lending a status of semi government media government.

It is no longer administered by the labor laws. The rules of APPC are pending notification by the Establishment Division and it is administered through the Managing Director, appointed by the Government.

The News Agency is mandated to ensure coverage of all important developments and events sans any prejudice on diverse fronts within the country and abroad with objective professional approach.

Beginning its life in small buildings in Karachi, Lahore and Rawalpindi with the reporters relying on bulky typewriters and noisy tele-printers, the APP over the years has grown into a state-of-the-art and modern news organization.

Computers have replaced typewriters and the Agency's offices are connected through Local, and Wide Area Networks. From a transmission speed of 50 words per minute, it now provides news at a speed of 1200 WPM, most of which is directly fed into the computers of the subscribers simultaneously throughout Pakistan and overseas. Currently APP has its own buildings at Islamabad and Lahore.

The news agency is playing a leading role by supplying authentic and credible news to the print and electronic media round-the-clock. Around one thousand news, over two hundred pictures and clean feed of Video News Service (VNS) containing important events and developments are put on wire daily for onward consumption by the media subscribers.

The number of news reports, released to the National Media daily in English, Urdu, Sindhi and Pushto languages have recorded significant improvement with complete domination over all other news agencies in the country.

Print and pictorial news service of APP unabatedly wrest prominent space in the national and regional English, Urdu, Sindhi and Pushto papers. APP's Special Correspondents, posted at key destinations abroad including Washington, New York, London, Beijing and New Delhi are making effective contribution towards promoting country's image and stance on various national and regional issues in their true perspective.

With strong editorial network at the Headquarters, Provincial Bureaus, Stations and District Correspondents, the news agency is rendering important professional contribution to cater to the requirements of print, electronic and pictorial media in various fields.

Five new stations including Sialkot, Abbotabad, Sargodha, D.I.Khan and Bahawalpur have been set up by APP besides expanding the network of the District Correspondents to ensure extensive coverage of political, economic and social activities at the grassroots level.

Enjoying sizeable amount of freedom, APP is comprehensively and extensively covering all important developments and engagements of the ruling coalition as well as opposition political parties with unbiased approach. Objectivity and credibility of the news are the hallmark of the sound professional footing of the news agency.

The Charter of Functions is to:

- o Ensure free and efficient flow of news to the people through print and electronic media including radio, television and newspapers as well as business and non-media subscribers for which they pay a regular monthly subscription to APP.

- Supply unbiased and reliable print and pictorial news service speedily and contribute features to national and international print and electronic news agencies, newspapers, radio and television networks with which it has entered into agreements.
- Transmit correct and reliable political, economic, financial and commercial news including national and international rates of commodities to its subscribers; expand and develop news service in the country ensuring high journalistic standards.

Recent Initiatives

APP Video News Service, which was formally launched in October last year is well-positioned to cater to the needs of news channels. This is a major leap forward, expanding and enhancing the agency's role in the national media by providing clean feed on major developments and important events to the electronic media organizations within the country and abroad.

The agency has transformed its website making it professionally more vibrant as important multi-lingual news reports, photos and VNS footage are promptly placed on it through fast updating mechanism.

The website, which serves as a reservoir of latest news as well as archive of transmitted news, is frequented by thousands of individuals and organizations, particularly Pakistani missions abroad, which is reflective of its professional significance.

Important news are also translated in Arabic language which are not only placed on the website, but also transmitted to the print and electronic media of the Arab World.

Another important feature of the APP professional working is extensive monitoring of major local and foreign news channels and the news based on this exercise capture tangible space in the newspapers on perennial basis.

APP has News Exchange Agreements with 37 Foreign News Agencies under which bouquet of important news is transmitted to them on daily basis with an aim to showcasing Pakistan's point of view on regional and international affairs.

All the "Big Four" western news agencies, **Reuters, Associated Press of America, United Press International and Agence France Press** distribute international news in Pakistan through APP, which also has news exchange arrangements with Tass (Russia), New China News Agency (NCNA), IRNA (Iran), Antara (Indonesia), Antolia (Turkey), MENA (Egypt), Islamic International News Agency (UNA, Jeddah), PAP (Poland), and most of the news agencies of Eastern Europe, the Middle East, Bernama (Malaysia), Kyodo (Japan), and Ager Press (Romanina).

The Pakistan Press International, formerly known as the Pakistan Press Association (PPA), was established in 1956 as a private joint stock company and has been operating effectively since. The West German international news agency supplies its news to Pakistan through PPI, which also has news exchange arrangements with a number of news agencies including APN (Russia), ANSA (Italy), CETEKA (Czechoslovakia), Tanjung (Yugoslavia), NTI (Hungary), BTA (Bulgaria), UNI (India) and BSS (Bangladesh). PPI has its own correspondents based in Washington and London. Equipped with a network of teleprinter facilities, PPI supplies its service to 50 subscribers. It maintains a bureau at Karachi, which is also the agency's headquarters, and in Lahore, Rawalpindi, Islamabad, Peshawar and Quetta. Besides, it also has correspondents and stringers all over the country.

The **United Press of Pakistan (UPP)** founded in 1949, does not have teleprinter facilities, but distributes supplementary service to some newspapers. Organizations representing press interest. Several organizations are working to safeguard the interests of newspaper owners,

editors, working journalists, management staff and other workers such as proof readers, Katibs (calligraphists), linotype and computer operators, etc.

The **All-Pakistan Newspapers Society (APNS)**, headquartered in Karachi, is the newspaper proprietors' body.

The editors are represented by the **Council of Pakistan Newspaper Editors (CPNE)** and the working journalists by the **Pakistan Federal Union of Journalists (PFUJ)**. The All-Pakistan Newspaper Employees Confederation represents journalists and non-journalists on the pay roll of newspaper offices. In addition there are local unions as well as some splinter groups in almost all the major newspaper centers in the country.

PPO, RPPPO, Wage Boards

On the recommendations of the Pakistan Press Commission appointed by the Government of Pakistan to look into the state of the newspaper industry in 1960, the Government promulgated two ordinances: the **Press and Publication Ordinance 1960**, and **Working Journalists (Conditions of Service) Ordinance, 1960**. The Press and Publications Ordinance later amended as the **Press and Publication Ordinance, 1963**, prescribes the procedure for the grant of permission (declaration) to bring out a publication, registration of books, etc., and lays down penalties for violation of the rules.

The **1962 Ordinance** was replaced by another ordinance in 1988, the **Registration of Printing Press and Publications Ordinance**. The ordinance was duly promulgated by the President of Pakistan under the constitution of the country but could not be taken up by the National Assembly. For all practical purposes this ordinance is in operation.

The **Working Journalists (Conditions of Service) Ordinance and the Wage Boards** constituted under it provide a string of benefits to the journalists.

Wage Board

For the first time in the history of the Press in Pakistan compulsory provident funds were instituted in newspaper offices; the working week was fixed at 42 hours; employers were required to give three months' notice (or three months' salary in lieu thereof) if they wanted to terminate the services of a journalist of three or more years' standing. Other benefits include leave on full pay for one month in a year, medical leave on half pay, casual leave and gratuity. To facilitate the settlement of disputes between the journalists and the managements, the ordinance provides for adjudication by industrial courts (later called the **National Industrial Relations Commission**). Any establishment employing 20 or more journalists comes within the jurisdiction of the Industrial Commission. In accordance with the provisions of the ordinance, a **Wage Board was set-up in 1960** which fixed the scales of pay for different categories of newspaper workers. It recommended abolition of the distinction between English and other language papers in matters of wages of working journalists; provision of fringe benefits to journalists such as dearness allowance, conveyance allowance, charge allowance, night shift allowance etc., payment to apprentices, gratuity in the event of dismissal after three years of continuous service or retirement after 25 years of service, or death, and entitlement to medical expenses. An amendment to the ordinance makes the dependents of journalists also eligible to medical treatment paid for by the employers. **All newspaper establishments are bound by the Wage Board Award**. To cope with inflation and the mounting cost of living there have been more Wage Boards since the first one in 1960 and a consequential upward revision of salaries, allowances of journalists and other employees of newspapers.

Training facilities

Major newspapers engage apprentice journalists and have provision for on-the-job training. In addition, the Karachi, Jamshoro, Sindh, Punjab, Bahawalpur, Multan as well as Peshawar and Gomal Universities run regular two-year postgraduate courses in all branches of journalism leading to M.A. degree in mass communication.

Following a comprehensive survey of the state of education and training in journalism in the country at the instance of the University Grants Commission, all the universities in the country that have journalism classes, have been asked to upgrade their 2-year M.A. journalism courses to a four-year course in mass communication leading to M.Sc. degree in Mass Communication. The Karachi and the Punjab Universities have already started taking steps to implement this decision. Other Universities who offered programs in Journalism and Mass Communication are:

- o Allama Iqbal Open University, Islamabad
- o Bahria University, Islamabad
- o Federal Urdu University of Arts, Sciences and Technology, Islamabad
- o Foundation University, Rawalpindi
- o International Islamic University, Islamabad
- o Quaid-i-Azam University, Islamabad
- o Bahauddin Zakariya University, Multan
- o Fatima Jinnah Women University, Rawalpindi
- o Government College University Faisalabad, Faisalabad
- o Islamia University, Bahawalpur
- o Minhaj University, Lahore
- o University of Central Punjab, Lahore
- o University of Education, Lahore
- o University of Faisalabad, Faisalabad
- o University of Gujrat, Gujrat
- o University of Lahore, Lahore
- o University of Sargodha, Sargodha
- o University of South Asia, Lahore
- o Iqra University, Karachi
- o Jinnah University for Women, Karachi
- o Mohammad Ali Jinnah University, Karachi
- o Nazeer Hussain University, Karachi
- o Shah Abdul Latif University, Khairpur
- o University of Sindh, Jamshoro
- o University of Peshawar, Peshawar
- o Sardar Bahadur Khan Women University, Quetta
- o University of Balochistan, Quetta
- o Al-Khair University, AJK
- o Mohi-ud-Din Islamic University, AJK
- o University of Azad Jammu & Kashmir, Muzaffarabad, AJK

Privileges for Journalists in Pakistan

Journalists have enjoyed some privileges not enjoyed by members of the general public, including better access to public events, crime scenes and press conferences, and to extended

interviews with public officials, celebrities and others in the public eye. These privileges are available because of the perceived power of the press to turn public opinion for or against governments, their officials and policies, as well as the perception that the press often represents their consumers. These privileges extend from the legal rights of journalists but are not guaranteed by those rights. Sometimes government officials may attempt to punish individual journalists who irk them by denying them some of these privileges extended to other journalists.

Journalists who cover conflicts, whether wars between nations or insurgencies within nations, often give up any expectation of protection by government, if not giving up their rights to protection by government. Journalists who are captured or detained during a conflict are expected to be treated as civilians and to be released to their national government.

Career opportunities in Journalism

Journalism is getting popularity day by day. The way events are emerging round the world today, opportunities are increasing in this field. Print and electronic media offers tremendous **career options in Journalism**. The situation of **journalism in Pakistan** has totally changed now. Increase in literacy rate, industrial development and advancement in technology have pleasantly affected the print and electronic media in Pakistan. More than sixty news and entertainment television channels are broadcasting their Programmes today. The traditional miserable situations of newspapers are totally changed. Remunerations of the working journalists have increased approximately twenty times that of the pre partition time. More than 300 newspapers have been given declaration. Those who have proper qualification of journalism i.e. **master degree in journalism** or mass communication from a recognized university prove more successful in journalism. On the job training further open window of opportunities. It is therefore a very attractive career choice for the youth. Hardworking and aspiration to get perfection in this field result a very successful career.

Government concessions

The government has taken a series of steps to assist in the development of the press in the country. Restrictions on the import of newsprint (Pakistan does not produce any newsprint) have been removed and all major newspapers now import their requirements of newsprint directly on the basis of their circulation as determined by the Ministry of Information and Broadcasting's **Audit Bureau of Circulation (ABC)**. Smaller papers buy their requirements at controlled rates from the state-owned Trading Corporation of Pakistan. At the instance of the Government, annual prizes have been instituted for best writing in different departments of journalism. The federal and the provincial governments also provide grants to Press Clubs in all major cities and towns. Correspondents accredited with the government, traveling on duty, have concessional fares in the Pakistan Railways and the Pakistan International Airlines. The Government regularly announces awards of financial assistance to journalists who have become disabled due to prolonged illness or old age. Similar financial assistance is also provided to the widows or dependents of distinguished journalists who die in harness.

New Technology

A feature of the development of the press in Pakistan has been the introduction of advanced printing technology. What has been termed as a technological breakthrough was scored by the Urdu daily 'Jang' when it started computerized printing of its Lahore edition in Urdu calligraphic (Nastaleeq) script. Urdu newspapers, it may be added, traditionally are calligraphed laboriously and then printed on litho or photo off-set process. Patented in the names of two Pakistani printers, M.H. Saiyed and Mirza Jamil Ahmad, the new process known as the Noori

Nastaleeq computerized typesetting makes possible the composing of Urdu newspapers in the popular Nastaleeq script incorporated in machines produced by Messrs Monotype Corporation of UK. Likewise, phasing out its battery of 'hot metal' linotype machines, the English daily 'Dawn', The Pakistan Times, The Nation and all other papers have switched over to phototypesetting. The machines are fitted with a computer memory bank, a keyboard, corrector, phototypesetter, etc. The films of typesetting produced by the machines are transferred to plates which are printed on high-speed photo off-set rotary presses, abandoning the old letter-press printing system. English daily, 'The Muslim', is produced on IBM composing machines with an in-built mini-computer which can store about 80,000 characters (about 1,500 words) in its memory bank. What the computer relays on films is transferred to plates for the offset presses.

Electronic Media

The electronic media in Pakistan has made rapid progress. Only three or four decades ago, radio and state owned TV was considered to be the main sources of information. Today, we have more than 77 Satellite TV Channels, 2346 cable operators, 28 landing TV Channels from abroad like BBC, CNN, Sky, Star etc. and more than 129 FM Stations (on air and in some cases licences issued) including 46 Radio Channels. The investment this year is expected US\$ 1.5 billion. Total investment in this sector is US\$ 2.5 billion. The new jobs likely to be created are 150000. The indirect employment is 7 million. The advertisement market in 2008 was US\$ 431 Million and in 2009 it was estimated at US\$ 691 million. This growth has made available more knowledge and up to date information in all spheres of life to the general public.

TV started its test transmissions in 1964. Pakistan Television Corporation was incorporated as a joint stock company in 1967 and in 1984 it was converted into a corporation under the Companies Ordinance. PTV has been a great source of entertainment. TV has also effectively disseminated information on a variety of subjects to its viewers. However, the objectives set out for PTV at the time of its inception were:-

- Instruction and enlightenment.
- Enrichment of knowledge and information.
- Wholesome entertainment.
- Promotion of national outlook and integration.
- Presentation of news in a fair, objective, factual manner free from deception by implication and omission.

In the worst situation regarding economy and terrorism in Pakistan, if there is an institution which is progressing, is on the rise and capturing great heights, it is none other than Pakistan fast growing electronic media. Though new electronic news channels are yet emerging and proving their mark on horizon, it seems most people have developed certain kind of taste for news and selective set of opinion.

A great debate has started in media circles regarding what media should telecast and what to avoid. It is a healthy debate which can prove decisive in writing greater media charter in our country as government can't restrict it of its liberty and freedom.

With passage of time, there are new technologies and new directions of media developments, there are various schools offering youngsters to become true media professionals. One prominent among such schools is NUMLS National University Of Modern Languages and Sciences, located in the H-9 sector of Islamabad which offers Master's Degree in Mass communication where highly professional and experienced faculty working in top media organizations is hired to teach youngsters about media affairs.

Gone are the days when people were used to watch **Door Darshan** of India in cities and villages across Pakistan and listen early morning broadcast of BBC Urdu service. If there is anything that we are self-sufficient in I think it is our media and free flow of Information.

It is been point of grief and anger in our media circles that from time to time our government have tried to make media docile by giving money to anchors and media owners but all such efforts have back fired, resulting in general public anger against government of time.

Though large segment of our society don't have access to cable T.V but it is reaching to everyone at least in its affects and it can be seen that News is available to every individual Country wide within minutes. It is source of credible news and it has to yet improve and enhance.

But the key debate about media is always, whether media can shape the decisions and force the government to take popular decisions. Well, our young media has already done it more than once in its short span. The dark step of **March 07, 2007** would have gone to waste if there were only one PTV but our electronic media not only created opinions but also mobilized people for the rule of law.

It was first time in Pakistan's history that media overthrew a government and a ruling party from power and forced another government to take the popular decision of restoring **Nov. 3rd, 2007** judiciary almost after a year and a half of suspension.

Media has the power of setting the agenda. As there is a theory "**Media don't tell people what to think but what to think about**". Our highly politicized media though fulfills this criteria but it is too early to expect it to perform the functions of CNN'S and BBC'S as they have long history behind them. With the arrival of highly educated youngsters in our media expected to take the places of mediocre, the things will certainly get better and media will be our National indicator of progress as time moves on.

Broadcasting

Radio broadcasting service in the country is provided by the Pakistan Broadcasting Corporation (PBC), popularly known as Radio Pakistan. The PBC has a Board of Directors whose Chairman is the Secretary, Ministry of Information and Broadcasting. Though its income from advertising is supplemented by an annual license fee of Rs. 20/- per set, the PBC is not run on commercial lines, its sole mandate being national service which is described by many as "service to the government in power". The PBC has its headquarters at the National Broadcasting House in Islamabad, and radio stations throughout the country—at Islamabad, Rawalpindi, Peshawar, Hyderabad, Karachi, Quetta, Gilgit, Skardu, Dera Ismail Khan, Khuzdar, Turbat, Khairpur and Faisalabad. The PBC's 16 short wave and 21 medium wave transmitters are in operation with a total transmitting power of 3,282 KW and a daily output of 403 hours, reaching 95 percent of the population and 75 percent of the country's area entitling it to be described as mass media in the real sense of the term. Equipment practically all the equipment used by the PBC

New Print Technology

The new print technology based on computer and electronics, is now making a powerful impact on the press in Pakistan. High speed computers which process news stories at 1200 words a minute, video display terminals with computerized keyboards and TV like screens which compose, memorize and transfer complete newspaper pages to printing plates for production in presses are some of the highlights of the media technology revolution in the West and Japan. A few of the major newspapers in Pakistan have now begun to enjoy the benefits and advantages of the system. The history of journalism is the story of man's effort to communicate with his follow

human beings and to chronicle for posterity the spoken word. The papyrus leaves, the engraved tablets, the woodcuts and the carved edicts on stone pillars were some of the means which primitive man innovated as his communication tools. The ancient Chinese, who invented paper, developed a kind of rudimentary printing craft when they started transferring impressions from wood on to paper. It was across the ancient Silk Route that knowledge of the Chinese woodprint technology traveled in medieval times to many parts of Asia and Europe. In the middle ages, the art of calligraphy, to which the Muslim contribution has been immense, spread to Europe from Asia. Thousands of professional scribes duplicated handwritten manuscripts into books in the big European cities, especially those in Italy, Germany, England, France, Spain and Turkey. The 15th century A.D. saw the unfolding of a new print technology in Europe, based on the replacement of wood by metal and the block by the punched, metallic letters. The pioneer of this new technology was a German goldsmith, Gutenberg, who gave the world its first metal based printing press in Mainz in Germany in 1440. He also invented an ink which adhered to the metal types and facilitated the transfer of their impression to paper through metal plates in the printing press. This technology took wings and spread to many parts of Western Europe. William Caxton established the first printing press on English soil in 1477 in the precincts of the Westminster Abbey in London. This was the dawn of the era of letter press printing and it gave massive impetus to the book trade and the growth of periodicals and newspapers. For nearly four centuries, the new technology innovated by Gutenberg remained the mainstay of the print industry in many parts of the civilized world. Punch cutting from hot metal, matrix-fixing, typesetting, the monotype and linotype methods of composing and ink-printing on flatbed machines were its off-shoots in the centuries that followed. In the first half of this century, the printing craft took a big leap forward when offset printing using photo and film got into vogue and the IBM high speed composing typewriters and rotary machines became popular tools of the print industry in USA and many other countries. But in the 1970's and 1980's which have witnessed the most dramatic upsurge in science and technology, the printing craft and the transmission of news have undergone phenomenal changes, thanks to the wonders of the all-pervading computer and the aerospace electronic marvels.

Computer Revolution

Computerized composing and printing, using electronics, has made it possible to compose, with keyboards and screens, a whole newspaper, put it in the lap of photography for laser-directed plate-making and then rush it in the twinkling of an eye to high-speed, computer-controlled printing machines. Telephone lines and satellite channels are being used to publish such newspapers as the USA Today, the Financial Times, the New York Times, the International Herald Tribune and the Wall Street Journal simultaneously from many cities across countries and continents. In Pakistan, the inside pages of the Islamabad edition of the Pakistan Times are composed and transmitted from its headquarters in Lahore on telephone lines in a matter of minutes and published forthwith on its Goss Web Offset Rotary machines. This technology has caused the demise of the hot metal process. Using the Video Display Terminal, which looks like a TV screen, an operator working on its keyboard in a newsroom or a composing hall stores it in a central computer. From there it is retrieved for editing and processed for transfer through cameras on to plates for printing. Working on two adjacent Video Display Screens by which stored information from one is transferred to the other, a copy-editor can move stories into a page layout, write headlines, edit copy to fit in the make-up scheme and transfer that image to the production unit for plate-making and then for printing in the press. Processes similar to this

system of photo and computerized graphics are being used by Dawn, The Nation, The Jang, The Mashriq and The Nawai-i-Waqt. But the compugraphy used by the Pakistan Times has been described as the most advanced at present. The latest marvel of the American print technology is the USA Today, a national daily newspaper published by satellite from a number of locations. Launched in September 1982, this multi-colored newspaper, based near Washington D.C. in Arlington, is the journalistic flagship of the space age. Pages made up through paste-ups and camera at the Arlington headquarters are moved in the form of positive veloxes to its facsimile transmission room. Operators there are linked to every print site by satellite and telephone lines that transmit voices and signals simultaneously. With the help of huge antenna, signals generated by facsimile scanners, which include entire pages or composed news material ready for printing, are transmitted directly to communication satellite in orbit over the Equator and it then broadcasts these signals to all the country-wide printing locations of the USA Today. It has bought time on the satellite called Westar III. Published on newsprint on a Goss community press, its high-grade color reproductions and top quality printing reflect the revolutionary changes which the modern printing machinery is undergoing. Besides the amazing high-speed imparted to the offset presses, other innovations such as automatic roll loading, use of computers to direct color registration, image location and ink and water mixing, the complex microwave link between the composing room and the printing plant, laser-scanning of page paste-ups, computerized color separation and the advances in the pagination processes have revolutionized the printing craft. The Washington Post recently experimented with a new printing process called flexography, using water-based ink to eliminate messy ink rub-offs which annoyingly blacken the fingers of readers and which forced Lady Winston Churchill in her days to read the Times with gloves on. Leaders of the print media in the USA believe that flexography might eventually be the method of printing newspapers. The print industry's future is filled with many challenges. In the West, the print media has successfully faced tough competition from the electronic media. Radio and TV. The manufacture of printing machinery in the USA and other affluent parts of the West and Japan are devoting vast sums of money to research and development. The effort is to harness the advances in science and technology for making more versatile and cost-effective equipment for the print industry so that the publishers can present a more attractive newspaper to their readers.

Electronic Newsroom

Electronic newsroom, as already stated, has brought about a revolution in the writing, editing and production process of a newspaper with utmost stress on speed. The use of computer—chief equipment in this system—has solved at a stroke the problems of noise, dirt, space, low profits and high production costs. It burst on the printing scene in America in 1961. Refinements soon took place to adapt it more closely to newspaper requirements.

Components:

The components involved in the electronic newsroom are:

1. VDT/VDU
2. Computer
3. Phototypesetter
4. Video Display Unit/Terminal (Vdu/Vdt).

This system has eliminated typewriter and copy paper and introduced in their place a television screen linked to a keyboard. As the keys are tapped, each character appears on the screen. There are two separate keyboards, one for writing and the other for editing. Both have the

traditional "QWERTY" lay-outs found on typewriters, with extra command keys for various functions present in the computer.

VDU at Work

- o Direct input (the reporter's input): The use of VDUs by reporters or writers is termed as 'direct input':

 1. On the writing keyboard, which has fewer command keys, the reporter types the story and monitors it on the screen.
 2. Small portable VDTs can be used at a distance from the office by telephone link-up to enter copy.
 3. By a command key, the story can be scrolled up and down to read through.
 4. The screen can be divided so that notes can be used on one half and the story entered on the other.
 5. As the reporter alters, deletes or inserts anything from a letter to several paragraphs, the copy instantly changes to the corrected form.
 6. Because the words are only images, all deletions and insertions are self-cleansing.
 7. The spelling and typing accuracy can be checked.
 8. The length can be assessed before the story is 'sent' to the news editor's queue for checking on the screen, ready for editing.
 9. If the story requires further work, or has to be left while something else is done, it can be safely filed in the reporter's own electronic 'basket' or 'directory' or 'store' until it is ready to be sent.
 10. Each reporter has his own 'file' of stories, coded by name and catch line, on which work is being done or has been completed. The sum total of files comprises a queue of stories, e.g. the newsroom queue or the sports or features queue.

(b) Editing terminals have extra command keys for editing procedures.

1. The most important key is the CURSOR or light pencil. This shows up on the screen as a blob, a square or a star, the same size as a typed character. It may be moved at will on the screen, up or down or across. It can alter, delete or insert anything, from a letter to several paragraphs, in the typed text.
2. If a word is misspelled, the correct version is typed in only once. Automatically it is corrected throughout.
3. Use of the SPLIT SCREEN enables two stories to be taken together or to be merged into one.
4. Headline types and sizes in common use are usually formatted inside the computer so that they can be identified by a single command.
5. Another command can give character count to show whether the headline fits or whether it is under or over measure and by how much.
6. Finally, copy is hyphenated and justified (H & Jd) in which lines are even on both sides, by a command key so that it comes upon the screen in the number of lines it will make on the page in the chosen type and measure, and with a word count. Thus the copy-editor can see whether the story will fit or if it needs adjustment. The story is then sent to the phototypesetter.

2. Computer

The computer is the central processing unit with memory and storage facility which enables material for the newspaper to be gathered, stored, processed and turned into type. In

addition to editing and composing, some systems can offer access to a data base (the material to which computer gives access)—for example, a one lakh word dictionary check for spelling. They can also sort and route incoming agency copy to the right desk.

Phototypesetter

It sets type by taking pictures of letters on photosensitive paper-treated with silver bromide. When this paper is developed, these pictures of letters make up the text or headline, ready for paste-up. Provided it has been fitted out at the start with the types required and has been properly programmed to deliver the sizes and measures needed, a phototypesetter is the useful workhorse of editorial production. It delivers what it is asked to deliver and at great speed.

Pakistan's turbulent history, coupled with its ongoing political and economic crises, places the press in the position of informing the citizenry while also providing a check on the powers in office. Since its founding in 1947, Pakistan has suffered three periods of martial law and two military dictatorships, yet the press endures. The freedoms that insure the existence of the press are contained in Pakistan's constitution, which remained suspended in 2002, and yet the press endures and continues to safeguard those freedoms. Over the years members of the press have been arrested and jailed, have had their offices raided and ransacked, have been publicly flogged, and severely censored. Yet the press endures and has a stronger voice today than ever before, and yet as recently as 1999, Pakistan's largest and most influential newspaper, *Jang*, was raided because it was too critical of the government. Watch groups around the world characterize Pakistan as a "partly free" nation, and efforts appear to be moving in a positive and democratic direction.

Members of the Pakistan press must work diligently to have their voices heard in the government's attempt to create a Press Council and new press laws.

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Electronic Media:

From total dependence to enormous power

Electronic Media-Sector Development

The media landscape in Pakistan took a leap in the year 2002, after the promulgation of PEMRA Ordinance. The Authority was mandated to explore new avenues of investment for the private sector in broadcasting and distribution services. However, the Authority was authorized to improve the standards of information, education and entertainment for the public. Also, it was assigned to enhance the choices in media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector, music, sports, drama, etc. The Authority was also made responsible to ensure accountability, transparency and good governance by optimizing free flow of information through broadcast / distribution media.

To carry out its mandate, PEMRA has formulated rules, regulations, and code of conduct for broadcasting and distributive, on services. The rules have been formulated in consultation with stake-holders, as well as, general public in line with inter- national media practices to ensure level playing field for all the existing and prospective stake-holders. The Rules, Regulations and Codes have been devised with the aim to safeguarding our national ideology, socio-cultural norms, ensuring a state of-equality for stake-holders, plurality and diversity and discouraging monopolistic trends in this sector.

All operational decisions, including issuance of licenses to satellite television, Cable television, FM Radio etc. are taken independently by the Authority comprising representatives of the public and government officials. Through regular consultation with stakeholders and the public, it is ensured that the entire licensing process is made absolutely transparent.

Moreover, under section 26 of PEMRA Ordinance, Council of Complaints constituting representatives of the people have been set up at the Federal and Provincial capitals to redress public grievances against the licensees for the violations made by them. Moreover, in order compensate public complaints against the licensees, a 24x7 toll free call center has been established at PEMRA Headquarters, Islamabad which receives complaints round and are subsequently forwarded to concerned wings / regions for immediate action in the shortest possible time.

PEMRA being a regulator for broadcasting media is well aware fits social responsibility and takes cognizance of the viola-tions made by its licensee's vis-à-vis content aired through broadcast and distribution networks. Although, broad guidelines have been formulated for the licensees, nevertheless, PEMRA is striving to formulate comprehensive content regulations for the private broadcast / distribution media.

The prime objective if these regulations are to protect social, cultural, religious and ethical values of the country by ensuring healthy entertainment D the Pakistani viewers. The raft content regulations are being finalized in consultation with the stakeholders, academia, civil society, chamber of commerce and legal fraternity. This raft is also available on official 'website of PEMRA www.pemra.gov.pk.

During the last one decade, media in Pakistan has witnessed unprecedented growth in the private sector. The media and broadcasting reforms introduced in the last few years have contributed substantively in improving the standards of education, information and life style and helped in generating significant job opportunities for the skilled, as well as, unskilled workforce. Statistics given in Table-I provide a vivid picture of the media in Pakistan.

Present media landscape contributes substantially in the economic growth of the country. It is believed that investment in media industry is approximately U.S. dollar 03 billion. Approximately, 200,000 job opportunities have been created through private broadcast / distribution media.

During the last ten years PEMRA has issued 89 licenses of satellite TV channels in different genre such as entertainment, news and current affairs, education, health, agro, etc. To date, 54 licenses have been issued in entertainment, 29 for news and current affairs, 4 for education and 1 each for health and agro. Since 2002, the Authority has awarded 173 FM radio licenses across the country, through open and transparent bidding, for commercial as well as non-commercial purposes. In non-commercial category, FM radio broadcast licenses have been issued to the educational institutions and public sector organizations, etc.

Besides, promoting local broadcasters, PEMRA provides opportunities to foreign satellite TV channels to market and distribute their respective satellite TV channels in Pakistan, by conferring Landing Rights Permission. In this context, PEMRA has granted permission to 28 foreign satellite TV channels.

As far cable television licensing is concerned, PEMRA has con erred 3,364 licenses in different categories, across the country. It is quite encouraging to note that almost 60 per cent of the licenses have been granted in rural areas of the country to provide access to information for the dwellers in those areas

PEMRA has given a road map for digitization of cable distribution networks and a deadline in this regard has been fixed as 2015. In compliance with this initiative, 60 per cent of the cable distribution networks in the metropolitan city have deployed digital technology; however, its outreach to the consumer has yet to attain a significant figure, in terms of digital households.

The Pakistani consumer, in times to come, will be benefited with the services like conditional access system, pay per view, video on demand, home shopping, surveillance, electronic program guide, etc.

PEMRA, as a regulator, is committed to explore new avenues for the future technologies in the broadcasting and distribution services in the country such as Digital Terrestrial TV Broadcasting (DTTB), Direct to Home (DTH), Digital Audio Broadcasting (DAB), Satellite Radio and Digital Cable Distribution Networks.

The New 24/7 Television:

Television is considered to be the most effective means of communication. Many people spend hours of their time staying in front of the TV. Commercial ads in televisions really make a lot of difference in today's society. Companies use billions of dollars each day just for advertising products and services. It is expensive but is truly an effective way of reaching out to the people. Compared to other advertising mediums, TV is known to be the most effective option to convince people to purchase some products and services.

The television is more common in the urban areas of Pakistan whereas in rural areas the major means is still the radio. Today it is playing a vital role in creating awareness in the masses. It's a better device than radio as it provides video features in addition to auditory ones, making it more interesting for the public. A large number of Pakistanis has access to this modern device though it's expensive to buy. It's more accessible in the developed areas as compared to the underdeveloped ones, due to the low living standards and the availability of the electricity.

This miraculous device was invented by Philo Frarsworth in September 1927. In Pakistan, Television was first time introduced in an exhibition near Mazar-e-Quaid on 16 September 1955. It was a short circuit television for audiences meant for entertainment purpose. This event was arranged by American Embassy to let the Pakistani public see the miraculous invention.

After radio, television is the most common means of communication in Pakistan. But in Urban areas of Pakistan, television is more in use than radio. The following chart shows the results of a research held to see the usage of the two mediums in the major cities of Pakistan. The television is seen by a percentage of 79, whereas radio is listened by 37% of the public, in urban areas of Pakistan.

Access to satellite has only a one time cost to the consumer. Such a thing has let even the low income earners have access to satellite as a means of their communication to the world. 49% of such earners in urban areas has access to it. But the situation in the rural areas is a bit different. The level of poverty, lack of proper transmission signals and poor electricity infrastructure, are a cause of low access in these areas.

Beginning and early history:

The television industry in Pakistan has seen an evolutionary process in the last 50 years starting with the launching PTV (Pakistan Television) in 1964, as licensed privately owned channel licensed by the Government of Pakistan. It was initially financed by a leading industrialist by the name of Mr. Wajid Ali in collaboration with NEC (Nippon Electric Company) of Japan and Thomas Television International of United Kingdom. PTV first started its transmission from Lahore in 1964, followed by Dhaka Bangladesh (formerly East Pakistan), then Rawalpindi/Islamabad. In 1966, PTV started its transmission from Karachi. In 1971, the government of Pakistan took total control of PTV through the nationalization process.

PTV had originally started with black and white transmission but soon upgraded its facilities to broadcast color transmission. The television content was originally based on live broadcast due to lack of recording medium such as video cassette recording systems. Most of the early PTV dramas were also "performed" as it were live stage productions as it was broadcasted in real time without any editing or enhancements. The initial recording medium in the 1970s was the one inch spool format which recorded sound and electronic moving pictures as a combined stream on a magnetic recording medium. However, due to lack of diligence on part of the PTV archive department more than 50% of the old archival content has been lost due to lack of air-conditioning facilities in the archival rooms. The one inch magnetic spool containing all old archives were eventually lost and thus the Pakistani nation lost a great treasure of the golden era of public broadcasting television.

The evolution in the television industry continued with the formation of Shalimar Television Network (STN) as a public-private partnership entity in 1988 in Shaheed Benazir Bhutto's first government. STN first started its transmission with CNN rebroadcast under agreement and later on signed an air time sales agreement with M/s Network Television Marketing (NTM) in 1990. NTM started its transmission through terrestrial boosters of STN spread across Pakistan and was an instant success with the launch of hit drama serials. People attribute the success of NTM as a breath fresh air post-Zia-ul-Haq military dictatorship era. NTM's programming was more culturally open as opposed to the tight censorship policies of Zia-ul-Haq's military-administered government.

NTM represented a renaissance in narrative content on television. It represented a true

picture of the cultural values of the time. With PTV, people were tired and bored of seeing artificial portrayal of family setups as, "drama serials were subjected to strict censorship on account of male-female interaction, and any narrative that displeased the military government".

In 1999, PTV entered into the digital satellite television arena with the launch of PTV World on Asia Sat 1 satellite owned by the People's Republic of China. PTV World for the first time provided opportunity to purchase airtime. The difference in PTV World's case as compared to STN was that instead of selling airtime to one party (e.g. NTM), it divided the airtime sales to two parties, Monday through Friday was sold to M/s Tele World, while Saturdays and Sundays was sold to M/s Weekend World. The PTV World experiment was an instant success as there was no private sector content being shown at the time. NTM in 1999 had already closed its operations and there was only PTV as the remaining broadcast network platform for television content in Pakistan.

The evolution of television in Pakistan went through yet iteration in the year 2000, when due to onslaught of propaganda from a neighboring country against Pakistan on locally established cable networks irked the Musharraf government and it decided to formulate a strategy to counter this propaganda. News broadcast from PTV had lost its credibility due to the inherent bias toward the incumbent government, and the audience as result turned towards foreign television sources (majorly toward India based television channels). There was therefore a need to generate "credible" content and as a result Indus Television Network came into being in the year 2000 as Pakistan's first independent satellite channel.

Before the launch of Indus television, a concurrent strategy was to develop a private television news bulletin at 10pm on PTV World. This task was delegated to CEO of GAAZA Entertainment and was presented to the Musharraf government. The presentation was so well-received that the government gave a go ahead to Mr. Ali to launch Indus television network in December 2000. Mr. Ali had a very tight deadlines to build infrastructure, gather resources to formulate a library of quality television content to create an alternative to Pakistani audience who were glued to Indian soaps and feature films. The influence of India-based television networks was so powerful that even the in-house cable systems at the army bases in Pakistan were broadcasting mostly Indian entertainment channels.

ARY Digital followed the launch of Indus TV in 2001. The launch of ARY Digital coincided with the events on 11th September 2001 and global geo-political scenario that was subsequent to the terrorists attacks on the American soil. ARY Digital is owned by the ARY Gold group (major UAE-based dealer in precious commodities).

GEO TV was the third largest television channel to be launch in August 2002. The GEO TV launch coincided with general elections in Pakistan organized by the Musharraf government and played a pivotal role in communicating political policies and messages of various political parties and their respective candidates.

The private television channels were also highly successful creating awareness among the people of Pakistan to come out and vote as democratic awareness was still very nascent in the general mindset of people at that time. The private channels were although doing due diligence in producing content, but were increasing becoming financially challenged due to lack of advertising and the rates of media buying offered by the media buying houses. There was a catch-22 situation: the advertising industry demanded an increased level of costly content and channels needed advertising revenue to produce and broadcast quality content.

Although the growth in electronic media industry (especially in television) is quite commendable, but even more interesting is the freedom given to the channels in expressing their respective point of view. Recent turn of events in ARY Digital versus GEO TV has put a strain to this freedom with media groups accusing each other for anti-establishment propaganda.

Uses and Abuses of Media

Freedom of speech is considered to be one of the basic human rights and is included as indisputable in all major international conventions and national laws.

Due to the role they play in informing the public and creating public opinion, mass media and journalists are often said to be the 'fourth pillar' of society. In this age of information, media plays a crucial role in informing people and it is imperative that it enjoys the freedom of expression but it should use this right judiciously.

In Pakistan, media has suffered at the hands of totalitarian regimes to win its "freedom of expression". It has sacrificed tremendously to win its freedom. In the days of a certain military dictator, media practitioners, found straying from the laid down parameters, were even flogged publicly and endured long periods of incarceration. Once freedom of speech was achieved, the founders of the press freedom movement behaved in a mature and prudent manner, lest they endanger their new found freedom.

Unfortunately, a new breed of media practitioners has evolved, which had not been exposed to the roughshod treatment meted out to their seniors. Considering the "freedom of expression" as their birthright, they indulge in the abuse and misuse of the power of the pen or their audio-visual message on the electronic media.

Proponents of developing peaceful societies advocate tolerance but the media have increased their capacity in material, technical and personnel agenda, so that today they can independently, or, in alliance with a broader factor of political or external power, participate in creating a milieu of intolerance and violence between certain groups, but also promote tolerance and anti-discrimination as the basic values of a well-regulated society and preconditions for the personal development of each individual in that society.

Unfortunately, the retrograde trends of such abuse of their freedom of expression are a stigma on the institution of journalism. Abuse of freedom of expression, or rather abuse of media as its derivative, has long-reaching consequences on human rights. This is especially so in cases when the media promote war conflicts and violence, or, in other words, in cases of the abuse of media for the purpose of absolving war conflicts and violence, but also for the purpose of relativization of evil and inconceivable crimes.

Abusing their freedom of speech, media has been meddling in conflict situations. During the Lal Masjid episode some media anchors tried to become mediators, disrupting the process by the government negotiating team. During the siege of Islamabad by the deranged Sikandar, some media persons became couriers between the siege taker and the police prolonging the agony of the people and the law enforcing agencies, bringing shame to the nation.

In the event of the malicious conferment of the "Friends of Bangladesh Liberation Award" by Bangladesh to some Pakistani journalists for their surreptitious support to the insurgents in 1971, again a TV anchorperson from Pakistan went to Bangladesh to accept the award. He echoed the malevolent suggestion of the Awami League regime that Pakistan Army had engaged in rape and genocide of the Bengalis in 1971.

The anchorperson not only accepted the false charges but also demanded that the Pakistan Army render an apology to the people of Bangladesh. Even neutral Bangladeshis have poked holes in the charge and absolved Pakistan Army of the extent of the crime.

The same anchorperson has been badmouthing Pakistan Army and the Inter-Services Intelligence (ISI) in his TV shows on trumped up charges. In 2012, the same individual choreographed a drama, claiming that his car had been rigged with explosive devices meant to kill him. Although the Tehreek-e-Taliban Pakistan (TTP) claimed responsibility for the failed attempt, yet the anchorperson continued to blame the ISI.

Glamorizing and Highlighting Crime

There is substantial evidence which confirms that crime when highlighted in the media leads to more crime, as it triggers the angry or desperate people, and some of them actually make attempts of actually committing the crime...

For example, in Pakistan, since the first news about a child committing suicide due to bad grades and pressure of studies was highlighted in the media and was given exclusive coverage, many similar cases of suicide has followed among children of similar age since then... simply because the coverage of first instance allowed many other teenagers to imagine the same.

This phenomenon is also highlighted by Malcolm Gladwell in his bestseller book the Tipping Point, where Gladwell shared research conducted by a social scientist somewhere in USA which inferred that correlation exists in the suicide rates and the degree of coverage of the incidents in the media.

Same would be true for other sort of crimes as well. This implies that the coverage of crime by Pakistani media is not helping Pakistan make a better society, rather it may only contribute in making the public more violent, corrupt and law breaking.

From the point of view of the person who has the propensity to commit a crime, if he see a lots of people doing something similar, and no one is getting punished, then it is not too hard to imagine the kind of motivation he would receive... will such a trend in a wild pursuit to increase viewer-ship would make the society a relatively peaceful society?

It is impossible that in the entire country of 180 million not even a single person is proven guilty and convicted or sentenced for his crimes, in a day or a week. If only media can highlight that, by making it a regular segment of prime time news, it would hopefully discourage those who are on the verge of committing a crime, subsequently making the society a peaceful place.

Proponents of role of free media might argue that highlighting a particular alerts the law enforcement institutions, or warns the public etc., however research and common sense suggests otherwise; i.e. by highlighting the convictions instead, media can help reduce crime

Like other national departments, Pakistani mass media is on the brink of national demise on many fronts. Whether we talk on professional competence or code of conduct or selection of content or functionality behavior against national interests or national values, Pakistani mass media is justified on these violated critical issues and goes boundless. Some TV channels are funded by foreign vested interests and give an impression that these channels are the only savior of promoting your cultural values and political national interests in Pakistan. Simultaneously, few TV channels are too sympathetic with selective political parties and business elite. Keep in mind that this is the only country in the world where few private TV channels (and their anchors) have a strategic policy to malign, degrade and bring down the importance of our national military and people in uniform at their best.

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Previously, a gunman in Islamabad "holding Islamabad as hostage for few hours" found himself at the epicenter of a mass media circus and then many TV channels presented this drama as a golden lasting opportunity and this thriller was directly covered by many TV channels. Many still believe that off-camera activity might have resulted in easily persuading him to lay down his arms in rather short period of time.

The role of TV anchors and their professional competence is extremely critical and needs to be checked since these personalities directly connect the mass media to the people at large. Many of these desperately lack professional presentational skills, and violate the code of conduct while appearing on live TV shows. For example, they consume most of the time by themselves, asking either lengthy questions or inducing their own judgment on special topic and leave little time behind for guests who have been invited to speak that special topic. Similarly, they openly laugh, make fun and use Punjabi abusive slangs (or make jokes) on live TV shows broadcasted in Urdu language. With selected content in mind, anchors are seen pre-decided to press hard selected guests on special topics, supportive to few other personalities and give them freehand in the TV shows.

A TV talk show is normally held for a limited period of time (say about 40 min) and three to five guests in average are routinely invited plus one or two are further included through phone calls. This loses the spirit of presenting objective discussion with too many guests, unlimited amount of questions and with too little answers in very short period of time. Regrettable to say that few anchors have sectarian bias mindset and use very harsh language against religious scholars that do not belong to their sect. Moreover few analysts/anchors also present very aggressive attitude witnessed through their body language against religious scholars when they appear on TV shows only because they themselves belong to the minority social class which is not acceptable to our Muslim society.

Anchors quite often choose and invite personalities with two extreme mindsets and induce impulsive ingredients in the talk show in such a way that allows and provokes guests to fight rather than talk objectively. This is considered one key methodology to enhance the rating of a TV show. All in all, a total of about 20-30 personalities (religious and political) are repeatedly visible and routinely invited to TV shows and neglecting vast majority of true professional experts serving for this nation in different fields either in universities or in other research institutes. On the other side, few young political guests lack academic skill and use harsh and aggressive language against their political opponents in live TV talk shows. This should be monitored and checked by the mass media.

TV media is further hijacked by very selective feudal and business political elite which is visible frequently on different TV channels and give their opinion on strategic national and international issues when they haven't gone through any learning process themselves and desperately lack necessary academic abilities and information. Note that any person can be an expert to give objective opinion in one field (religion/economics/science/political science/sociology/energy/medicine) but not on many topics that have not been even touched by him. Whatever your topic on a specific day is about, few very selective political guests are repeatedly invited. How is it possible that an MNA/MPA is eligible to speak on current national and international issues when he himself is a part of a problem and simultaneously shed light on possible solutions when anchors already know that he is fraudulent personality judged through his historical image and has repeatedly been lying to the nation? The same argument applies to a few cricket personalities who have been proved by the national and international court of justice of

their possible involvement in cricket corruption. Why are such personalities projected again as national heroes on TV shows?

Note that mass media information reflects a deep impact on society by and large and should be instrumental in creating the popularly accepted social norms in society where the most critical obligation of mass media is not only to act as the true custodian of facts and figures but also expose the hidden truths embedded in society. Thus, the role and objectives of mass media, and their associated anchors in Pakistan is now increasingly becoming questionable.

Unfortunately, there is no single university or academic organisation in the country to produce skilled human capital for mass media in Pakistani market. While TV anchors need professional skills and training, they should also be flexible to the choice of guests in their TV shows. Here, unbiased professional experts of various fields should be invited in their TV shows for debating and exploiting different topics. So, there is an urgent need to filter out our mass media first from invited political thieves who are not only a part of the problem in Pakistan but also present a barrier to our socio-economic growth and development. Like independent judiciary in any civilised country, mass media should behave and function independently and of course free from all political pressure.

The New Radio

Potential for change and the present performance.

The potential of Radio as a tool of social development is being utilized throughout the globe, be it developing or developed world. Radio being an old component of communication is still considered as the mass medium catering to the largest segments of society in all nooks and corners of the country.

Among the social needs of man, communication with others, is the biggest need that one has got to fulfil. Today when the world has been turned into a global village, living without awareness of the incidents taking place around him, one cannot survive well. The means of media satisfy this social need of man. Print and the electronic media are the two known forms of communication. Our concern is with the section of electronic media, so we will keep ourselves confined to the Growth and Expansion of Radio, TV and Film in Pakistan, since 1947.

The radio, TV and the cinema are a means of informal education to the masses as well as a means of entertainment. These are the major sources of communication for the people of Pakistan. Apart from formal learning in the schools and other formal institutions, one can learn a lot from these means, through them the brains of the subjects can be inculcated with social norms, general knowledge and the situation of the world around them. Directly, they keep the masses aware of the global scene, and the political and economic scenario of their own country. They play an active role in helping the public in developing their political consciousness and making them a civilized nation.

Among the three means, we are concerned with here, radio is the oldest mean, still it caters to a large number of people in our country, specifically the rural areas of less developed provinces like Khyber Pakhtunkhwa and Baluchistan.

According to a survey taken by BBC, from more than 4000 adults, the radio listener-ship is the highest in Sindh's rural areas, followed by KPK and Baluchistan. While its lowest in Punjab. Such results are due to the availability and non-availability of other modern communication devices in the provinces. The following charts show the detailed results. The first chart shows the percentage of adult radio listener-ship in the urban areas of the provinces while the other concerns with rural areas.

Taliban held control of the Federally Administrated Tribal Areas for a significant period of time. In those areas the main source of entertainment and news was radio as religious extremists disrupted television broadcasts through frequent sabotages. Popular newspapers are also not available, as it would risk the seller's life. The television sets prove to be too expensive to be bought by the people there in addition to the problem of supply of electricity. So the only reliable means of communication for the tribesmen is Radio.

History

It was on 14th August 1947, the day when Pakistan came into being was the same day when these words were spoken:

"THIS IS RADIO PAKISTAN" instead of, "THIS IS ALL INDIA RADIO" by Zahoor Aaziz in English and Mustafa Ali Hamdani in Urdu.

Commonly known as Radio Pakistan, The Pakistan Broadcasting Corporation came into being as Pakistan Broadcasting Service on 14 August 1947 when Pakistan emerged on the world map as a new country. It was descend from the Indian Broadcasting Company, (All India Radio). At the time of independence, Pakistan possessed three radio stations at Dhaka (1939), Lahore (1937) and Peshawar (1936).

With the passage of time, the Radio Pakistan began to develop. New stations were opened at Karachi and Rawalpindi in 1948, a new broadcasting house at Karachi (1950), new stations at Hyderabad (1951), Quetta (1956), another station at Rawalpindi (1960) and a receiving center in Peshawar in the same year. Khiarpur and Bahawalpur centers were opened in 1974 and 1975 respectively.

Attention was paid to the training as well and training facilities began to be provided in Islamabad and Multan in 1970. Radio Pakistan's world service was started on 1 April 1973. In 1977, the radio service reached to the remotest parts of the country like Gilgit and Skardu. In the period of 1981-82, Radio began transmission in Turbat, Dera Ismael Khan, Khuzdar, and Faisalabad. Afterwards, new stations at Sibi, Abbotabad, Chitral, Loralai and Zhob.

The introduction of FM channels:

FM transmissions were first started by Radio Pakistan in October 1998. Over the period of 2002-2005, new stations were opened at Islamabad, Gwader, mianwali, Sargodha, Kohat, Bannu and Mithi and others in the later years. Islamabad, Peshawar, Lahore, Quetta and Karachi are the main stations. In 2008 National Broadcasting Service (NBS) was launched concerning with the current affairs. In 2009, a Community FM channel, known as FM 93 was launched with 22 stations across Pakistan.

First English Channel was launched in Islamabad, called Planet 94, operating on FM 94. Two more English language based channels are to be launched in Lahore and Karachi. On November 14 PBC launched its first English Music Channel in Islamabad called Planet 94. The network operates on FM 94. The second and third stations of the English Channel are soon to start their transmissions from Lahore and Karachi.

The Radio presents programs mainly on information, music, sports and entertainment. A number of channels deal with providing news and other stuff. A wide range of radio stations are popular in Pakistan. Opposed to focusing merely on local and international news, the radio channels focus more on entertainment programs. The Pakistan Radio presents programs in 16 different languages and has more than 31 channels all around the country.

Most commonly in KPK and FATA region, there are found illegal radio channels which provide erroneous information to the respective listeners. According to a report of PEMRA in

2009, there were more than 100 illegal stations run by religious extremists, in FATA alone. So the public there is unaware of the developments outside their own areas or events outside Pakistan. These illegal channels are a challenge to the state as they affect the educational and developmental efforts negatively. They campaign against the polio elimination programs, block other health related and educational services of the government.

To overcome such a problem, the government has allowed the FM channels to transmit their programs there, but they are state governed. The private FM channels are not getting licenses, currently. Radio Pakistan's programs are also under strict observation.

Village life used to be very simple and sweet. Farmers would share their views with one another in a hujra or some other common place after toiling all day in the fields. The only window open to them to learn what was going on in the world outside happened to be the noble and honest Radio Pakistan which would either present the government's version of every issue or play patriotic songs on special occasions or during a national crisis.

Now, though, the situation has changed altogether. People even in remote areas have access to information and events occurring anywhere in the world thanks to the ubiquity of cable TV, satellite communication, and social media on the internet. All this has had profound implications for the way they think, eat, and dress. In other words, there is a complete cultural transformation underway in the rural areas.

But despite such a radical change, Radio Pakistan continues to play its traditional role of disseminating selective information and perspectives. Both the format and content of a programme are so well-defined that one can precisely predict what would follow each segment.

A typical feature of Radio Pakistan is its emphasis on patriotism expressed through national songs and speeches. People are explicitly and implicitly advised to work for the prosperity and solidarity of the country and obey the law of the land.

Missing from a typical discussion on governance would, however, be any reference to the way rulers can be held accountable for what they do or fail to do. No one in the village would ever know their rights as citizens. Any developmental work done by the government is recognised and promoted as a special favour done to the people.

Local politicians would remind them of those projects whenever they ask for a return under the norm of reciprocity. More importantly, people have very little expectations from the state and are content with life as it is. Politicians can cleverly manipulate them by invoking religion, biradari (clan system), and historical alliances. Economic and social development, in real terms, is rarely seriously discussed in any public forum including Radio Pakistan.

No one can dispute the importance of the media in shaping perceptions. What, however, is contestable is the fact that too much exaggeration and skewed emphasis often prove counter-productive. People become even more sceptical and cynical when they find striking discrepancy between narratives given on radio and TV and the objective conditions on the ground.

The policy of 'make-people-believe' through fabricated stories and window-dressing is bound to backfire. One should walk the talk or the talk will push people to walk out of their loyalty to the state. We already witness this phenomenon in various forms and manifestations.

In the midst of the information revolution, Radio Pakistan can survive as a useful platform for discussion, analysis, and promotion of state interests if it transcends its parochial approach of appeasing the sitting government at the cost of concealing the truth to fool the masses.

Pakistan Media: The Question of Freedom and Responsibility

Freedom is a blessing and sometimes we take it for granted. When it comes to nations being free, we much appreciate the fact that we hold our beliefs without the fear of someone. However, in any profession, freedom is as much important as freedom of practicing ones' religion. Although free, citizens of a nation are bound to follow the laws of the country in which they reside. Similarly, there are codes of ethics and laws of practice for all professionals which are followed with responsibility.

Journalism (both print and electronic), like any other profession, also has a code of conduct, code of ethics or laws of practice which sets some ethical and moral limits on reporting. It provides non-legislated guidelines to follow and outlines service standards we can expect from a media. Code of conduct doesn't affect freedom of reporting but only makes professionals responsible for their work.

Media, regrettably, like the political polarization in the country, is also divided into government, pro-government, and rightist groups

Regulating Electronic Media

Dr Robert Maynard Hutchison, the former vice-chancellor of Chicago University, headed the Hutchison Commission formed in the US in 1942 to make recommendations on the freedom of expression and media's obligations towards society. It was in the backdrop of growing calls by the US public for government intervention to check the indiscretions of the media and attempts by it to avoid incisive government regulation. He remarked once, "*Freedom comes with responsibility.*"

The report of the Commission submitted in 1947 is regarded as the *Magna Carta* of the modern concept of freedom of expression and media's responsibilities towards the society. It unequivocally emphasized that the need for media to provide accurate, truthful and comprehensive account of events acts as a forum for exchange of comment and criticism; presents and clarifies goals and values of the society and projects a representative picture of the constituent groups of the society. The report also reiterated the fact that society and public have a right to expect high standards of performance and as such the government intervention can be justified to secure public good. Ethical and professional codes of conduct for the media drawn up by UNESCO, International Federation of Journalists, media associations, press councils in the countries where self-regulatory arrangement is in place and the code of ethics which forms the part of Press Council Ordinance and PEMRA Content Rules 2012 in Pakistan, invariably espouse the principles of the 'social responsibility theory' propounded by Hutchison Commission

Today, the media in Pakistan is largely free to write and show what it wants. This freedom has been achieved mainly due to four factors firstly, the people's support for a vibrant, fearless and free media has been essential.

Secondly, the journalist community has struggled for a free media over the past many decades. The third factor is globalisation and the media boom, and fourthly, technological innovations in the media field and the emergence of new information and communication

technologies have been instrumental in helping the media in Pakistan achieve its present-day freedom.

It can be argued that the efforts to curb media freedom following the Nov 3, 2007 emergency were foiled by the above factors. New technologies including mobile phones and the Internet greatly helped in defeating the desperate moves to curb the media. The web and multiple platforms of the new media provided alternatives to cable TV distribution networks for both the broadcast media and the citizens/audience.

However, though the media as an institution enjoys enormous power and influence, media organizations are not charity houses they operate as businesses and have commercial interests. There is a natural tendency to indulge in corruption and malpractice when an institution enjoys absolute power, particularly in the absence of a strong system of accountability.

The broadcast media in Pakistan is in its infancy. It has come under criticism for the abuse of power. The increasing frequency of columns and letters to the editor in the print media by citizens complaining of the growing influence of biased elements in the broadcast media shows that citizens are concerned about the exploitation of free speech by the commercial broadcast media for personal gains.

Some talk-show anchors have also been criticized for their partiality and lack of objectivity. The growing concerns and reservations of the public about the broadcast media demonstrate that public confidence is eroding, which may lead to a trust deficit between the public and the broadcast media. Surprisingly, this debate is confined to the print media and there is hardly any discussion on this serious issue in the broadcast media.

It seems that the notions of media freedom and freedom of speech are being misunderstood and misconstrued by the recently liberated broadcast media in Pakistan. British philosopher John Stuart Mill underlined the need for free speech mainly for three reasons. He believed that freedom to read or write is an important element to expose and reveal the truth, to ensure self-development and self-fulfillment of citizens and to help ensure participation of the citizens in a democracy.

The objective of media freedom can be realized only when public trust and confidence reposed in the media is respected and protected by the media itself by acting as a true watchdog, keeping an eye on the government on behalf of the public. The silent consent and mandate of the public to the media grants the latter absolute power to inquire and question the government actions on the people's behalf.

The problem arises when the public mandate is breached and media power is abused. In that case public interest takes a backseat and personal motives for profits and gain are given priority. Ultimately, truth becomes the casualty at the hands of the 'custodians' of public interest!

The public has a right to know the truth, which is essential for the growth of a democratic system. This is possible only when a plurality of voices, objectivity and diversity of views are not compromised on for the sake of commercial interests. The media sphere is in fact a public sphere.

The success of this sphere depends on equal participation and inclusion of all voices in society. The abuse of this sphere is the negation of the principles of free speech and democracy. Therefore, this sphere should not be misused for settling personal scores and achieving personal agendas.

There is no dearth of exemplary journalists in the media landscape of Pakistan. They have not indulged in any practice which damaged the public interest. They are known for their

integrity, honesty and commitment to telling the truth. They have preferred to live hand-to-mouth but never violated the public trust.

On the other hand the growing trend in broadcast media for attracting anchors on heavy remunerations, anchors who possess skills of creating sensationalism and who spice news with hypothesis, is an example of how media channels are departing from objectivity and balanced reporting. Furthermore, the frequent switching of anchors from one channel to another mainly for economic gains in utter disregard of the basic ethos of the journalistic profession also supports the argument that broadcast media in Pakistan is headed for over-commercialization.

The media as an institution and fourth estate is accountable to the public and responsible for its actions. Media practitioners should stop thinking they are above the law. Let the media introduce an internal scheme of checks and balances. Undoubtedly, this is an uphill task.

Accountability of the media is not possible under the disputed regulatory regime. Media organizations and civil society should jointly constitute a commission for this task. The recent coming together of several leading TV channels to frame rules for terrorism coverage is a step in the right direction. This move may help purge the elements abusing the power of the media in violation of the public mandate.

Importance of Media in Pakistan towards Change

Media of any country is reflection of that country. It shows that how person behave and live in their country. The way of expressing news, way of talking of politicians in political debates and discussion programs shows the behavior of people of that country. Although media's responsibility is to spread true stories but media should be careful in this regard. They have to adopt such a way in which they could aware public without impacting negatively their mind and make them able to protest in a true manner which could result oriented. McCombs and Shaw assumed that "the mass media sets the agenda for political campaigns, influencing public attitudes toward desired issues". Hence we can say that in Pakistan the responsibility of media is much more than any media in the world, because Pakistan needs a big change and only media is now, so much powerful. At present media is the only source which is easily accessible by all walks of people through various electronic appliances i.e. TV, Radio, Internet, News Papers and now mobile phones also used by people to aware of events every time. Media affects people's perceptions and priorities their thinking about the political contents. Media shapes the public's behavior about the issues and plays vital role in highlighting certain attributes of issues. Gatekeepers of the media i.e. (editors, news editors, and other journalists) they all play central role in shaping the media agenda which becomes public agenda after sometime.

In Pakistan media are now independent with the emergence of new century. There are numbered of news channels that have maximum coverage throughout the country. Media contribute a lot to develop public knowledge but even after years of success, media could not alter public's attitude towards issues. Media promulgate issues in a way that it raise public's immediately just after the news bulletin whereas public mostly do not know that what should be their role and reaction in that particular issue. Media should discourage smoothly such attitude of public. Demonstrations and protests are good to increase pressure towards solution of any problem but there should be a proper way to express which should result oriented.

With the passage of time reputation of Pakistan's media have sullied due to its failure in thoroughly comprehending affairs. It seems that media contributes to multiply wording over issues and crisis instead of spreading true root causes and facts of the issues. Our media coverage of political issues is heavily episodic instead of thematic. There are numbered of political

shows and debates on all news channels of Pakistan. Any issue discussed in those programs has no ending and determining words that could help people to understand that either there is solution to these issues or not? Every political program discusses same issue under different names of the program. There is no difference in the information displayed by each program even the views of politicians from different political parties give no hope and track towards the solution of issues. If these programs demonstrate issues successfully then it could help people to pressurize government in a right way to solve the issue.

Media and Judiciary are two independent pillars to save the country from sudden slippage. Judiciary put down number of good decisions in her little age of independence which is only one year. Whereas media is older than judiciary and it shows no positive alterations in people's attitude towards the ridiculous change. Pakistan's media should understand that it presents the country which is of high importance not only for Islamic world but also for peace in whole world. Media should become highly sensitive towards its responsibilities while presenting this country to the world and guiding the people of Pakistan to bring out the country from the sea of issues. Pakistan's media tell the world that what is Pakistan in fact, what think of Pakistani people towards world issue. It depicts the culture of Pakistan. It is its responsibility to tell the whole world that what is Islam and what are implications of Islam in Pakistan. Most of hot channels of media are highly politicized whereas they should cover cultural and religious norms and values of Pakistan. Some of the media channels are totally Islamic whereas others are highly ultra-mod. This shows existence of two totally different cultures in Pakistan whereas Pakistan was achieved on the name of Islam which has one Book, one Prophet (P.B.U.H), one Allah and one culture.

This type of media with totally two different sectors creating a cultural gap in Pakistan. This cultural gap is increasing hatred groups. Our media showing world existence of two totally different cultures in Pakistan and directs people to divide in two groups one with fundamental thoughts and other with secular thoughts. For a peaceful environment and a democratic culture, it is important for all media channels to preserve real culture of Pakistan which is neither extremist and, nor ultra-mod. Francis Fukuyama, (1995) says that, "A thriving civil society depends on a people's habits, customs, and ethics- attributes that can be shaped only indirectly through conscious political action and must otherwise be nourished through the increased awareness and respect for culture". In Pakistan we have no independent and transparent political system but luckily now we have the independent media. Access of media and power is far more than political parties hence media can play major role to turn the fate of society.

Pakistan's culture is Islamic which gives lesson of temperateness, moderateness, rectitude and frugality. By dividing the nation in two groups of culture we are creating cultural gap which underpins the true democratic codes. Media could play a central role in streamlined the whole nation over one agenda and guide it towards one particular destination. Already existing some of extremist groups not only violate human rights but also spread wrong concepts about Islam and develop false picture of Islam and Pakistan to the world. To minimize such groups and to seldom the power of such hatred and extremist groups all Pakistani media should display true culture of Pakistan. All the news channels and drama channel should adopt national dress code of Pakistan which is both Islamic and Pakistani. Unfortunately models, actors, reporter and anchors of media channels follow such a way of speaking, negotiating and apparels which are not true picture of Pakistan and Islam.

Pakistani Media: Past, Present and Future

The face of media today is different than what it was a decade ago. From one state-owned channel and a few newspapers until 2001, there has been a significant growth in both print and electronic media. There's an increase in both TV channels and newspapers, with businessmen wanting a piece of the pie in terms of ownership. The viewer/reader is being beckoned in different directions owing to varying policies followed by each medium. The result is often confusion instead of building an unbiased, objective opinion on issues. In the wake of all this mayhem, a thought struck to an expert in the field to highlight the issues in the industry and provide a mirror to the media practitioners aimed for their better understanding that such negativity is resulting in a corresponding negative cascading effect on society.

Commenting on the current situation of media in Pakistan, is stronger than ever before, especially in the electronic media, is poor, blaming untrained staff as one of the reasons. While media in Pakistan is still in its infant stage and facing many teething problems, it has become a force to reckon with in a short span. News anchors and reporters form a person's views on any issue under the sun. Fact-checking or no fact-checking, news nowadays is presented sensationally and marketed in a way that a common man ends up believing it, however far-fetched or half-baked the analysis maybe.

The role of gate-keeping of media is extremely important in the global village era we live in today. However, this role is gradually and surely being eroded in the world of ferocious competition. The most important issue electronic media must address is creation of a viable editorial policy. This must be a professional job, not by the media house owner."

Besides many other issues, one of the most important plaguing both print and electronic media is that of salary delays. Staff is forced to work for months without any remuneration. With more workers than jobs available, there aren't many options open to pursue. Some have even resorted to suicides due to abject misery. This is a tragedy. Most depend on salaries for their livelihood and cannot be expected to support families without regular money coming in. Can this lead to unethical methods of earning? Possibly. As recent as August, a female journalist working for a crime magazine committed suicide over non-payment of salary. Her father was reportedly a cancer patient.

Meanwhile, social media has emerged as a strong forum for sharing of information and ideas. In the recent past, it has been witnessed that news was first broken on social media before being taken up by mainstream media. This just goes to show how influential it could be. While its significance can't be denied, there's a flip side to it too. Unfortunately, anyone, including some bloggers, with or without fake IDs, can spread venom, disinformation and arguments based on pure disinformation without fear of any consequences whatsoever in social media. Trolls have become a reality.

In a nation gripped with terrorism and extremism, media's role has been both appreciated and censured *vis-a-vis* sensationalism, sensitivity and criticism. The media has behaved with a general lack of social responsibility in this regard. Its role has been more negative than positive. It has tended to sensationalize issues creating more disenchantment among the masses. The tendency to give breaking news whether or not warranted, has made tragedies into a media circus.

While the Pakistani media, fairly new, is indeed facing teething issues, what needs to be pondered over is what steps to take to keep it from taking over a role it's not meant to: that of a dictator or a mafia, or a tool to appease a particular group. Editorial policy, training,

accountability for breaking laws, better translation of existing rules to be meaningful to each media worker in terms of his job description are some of the steps needed to be immediately taken to improve the media situation in Pakistan. Commenting on the future of this pillar would depend on whether or not media house owners and media workers are willing to embrace internationally accepted standards of ethical journalism and follow norms and rules. Media is discrediting itself on many fronts; we need to pull back."

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Chapter

6

Development Support Communication

Q: How would you differentiate between Development Communication and Development Support Communication? Would you support the use of DSC tools and techniques in an increasingly cosmopolitan society? In either case, provide cogent justifications to support your opinion (CSS-2018)

Theories of Development Support Communication with Specific Focus on the Developing World

Development communication has been defined in several ways by economic development experts, sociologists and communication experts. The terminology development communication originated in Asia, the definitions given by the communication experts of this region gained currency. Definitions differ from region to region depending on the definer's view of development. Nori Quebral (1975) defined development communication as the art and science of human communication applied to the speedy transformation of a country from poverty to a dynamic state of economic growth and makes possible greater economic and social equality and the larger fulfilment of human potential. Quebral describes the genesis of the term Development Communication and its parameters which grew out of the field of agricultural communication. The term was coined to include under it apart from agricultural development, areas of national development such as population, nutrition, health, education housing and employment etc. Development communication was considered an appropriate term to describe the scope, direction and structure of the discipline.

Development Communication is communication with a social conscience. It takes humans into account. Development communication is primarily associated with rural problems, but is also concerned with urban problems. It has two primary roles: a transforming role, as it seeks social change in the direction of higher quality of values of society. In playing its roles, development communication seeks to create an atmosphere for change, as well as providing innovations through which society may change.

Philosophy and Goal of Development Communication

Three main ideas which define the philosophy of development communication and make it different from general communication are: Development communication is purposive communication, it is value-laden; and it is pragmatic. In the development context, a tacit positive value is attached to what one communicates about, which shall motivate the people for social change. Development communication is goal-oriented. The ultimate goal of development communication is a higher quality of life for the people of a society by social and political change. We should not view the goal of development communication purely in economic terms, but also in terms of social, political, cultural, and moral values that make a person's life whole, and that enable a person to attain his or her full potential. The goal of development communication in a specific society will be influenced by the ends and values of that society.

- Development communication has to deal with two types of audience
- the communicators comprising development bureaucracy, media practitioners and professionals, and
 - the people i.e. the audience who can be informed or uninformed; educated or semi-literate or literate.

Wilbur Schramm (1964) was the first to recognize that communication could play an important role in the national development of the third world countries. He believed that mass media could better the lives of people by supplementing the information resources and exposing people for learning opportunities. Schramm's conceptualization of the interaction between mass communication and development became the focus of many development programmes. He was occupied with the practical problems of using mass communication to promote economic growth and social development in third world countries. He conceptualized a relationship between development communication and economic growth, which has been the main guiding paradigm for development programmes. He suggested that as economic activity spreads, knowledge must be gathered more broadly, information shared widely and transferred swiftly. For this the developing nations must be prepared to support enormous increase in the day-to-day communication within the system.

The specific concept of development communication identifies information, education and communication (identified by the acronym IEC) about development plans. Development theorists and practitioners realized that merely disseminating information about development plans would not result in development as UNESCO termed it, nations needed communication (IEC) for development within the cultural matrix. Later it was realized that the original formula of information, education and communication for development programmes was itself insufficient to achieve the desired results. In addition, people need motivation to accept development. Development motivation and Development Awareness are essential aspects of development communication (Narula Uma, 1994).

Prerequisites of Development Communication

There are two perspectives from which we need communication for development – communication's needs and audience's needs. The communicator may communicate by information and education, and thus motivate the masses. The audience may communicate for development information, making demands for development and asking solutions for development problems. These two perspectives suggest certain prerequisites for development communication

- human and localized approach to communication rather than abstract and centralized
- credibility and role of communication links, and
- access to communication.

Development Threshold: Human and localized approach suggest that communication efforts should be tailored to the needs, psychological dispositions of people and the development threshold of people.

Access to Communication: Access is another prerequisite of development communication, the access to communication channels governs people's participation in development messages for people which suggest the necessity of accessibility of mass media and interpersonal channels for social and political change. Access to media is determined by three sub factors: technical, theoretical and potential reach of the media; distribution of media among people; and audience of the interpersonal infrastructure.

The availability of mass-media, media institutions in a country itself is no guarantee that media will be used by the people: (i) mass media are usually not available where they are needed the most for development purposes, (ii) whatever media are available and are received usually do not carry the kind of information that might aid development, (ii) the mass media content may not be

relevant enough in a given situation to aid development and (iv) even if functionally relevant information is available, the infrastructure and input may not be available

Approaches to Development Communication

There are varied approaches to handle development communication which are not exclusive to each other. The main approaches are:

1. Diffusion/extension approach
2. Mass Media approach
3. Development support communication approach
4. Instructional approach
5. Integrated approach
6. Localized approach to Dev Com
7. Planned strategy to Dev Com

Diffusion/ Extension Approach to Development Communication:

The main focus of this approach is the adoption of technological and social innovations through diffusion of new ideas, services and products. Diffusion of both material and social innovations is necessary for development. Material innovations refer to economic and technological innovations and social innovations pertain to social needs and structure. The process of diffusion starts with the need assessment of the community and the need fulfillment of community in a better way through innovations. The individual and community decisions for acceptance and rejection of innovations depend primarily on the needs of the adopters. What is communicated about the innovations and how it is communicated are very important.

The resultant consequences of diffusion can be direct/indirect, latent/manifest, and functional/dysfunctional. The early models of diffusion focused only on material growth. But it was soon realized that social growth along with material growth was necessary for diffusion of products, ideas and services. Therefore, diffusion decisions have to handle the economic, technological and social constraints

Mass Media in Development Communication:

A well-defined developed mass media and interpersonal communication infrastructure is necessary for development communication. It is necessary that these infrastructures should be accessible to the people, both physically and socially. The content of the messages should be balanced. The content should be both rural and urban oriented and addressed to masses in both sectors. The messages should be need-based and they should appeal to the audience.

1. The integrated approach to development communication emphasizes the need to avoid duplication and waste in development efforts. The balance in the spread of information facilities must be maintained both for rural and urban, backward and prosperous areas.
2. Institutional approach focuses on education for development. The emphasis is on literacy-universal education, adult education, formal and non-formal education. There is emphasis on need-based training and development-oriented programmes conducive to development.

Development Support Communication:

Communication is used for persuasion, transmission of knowledge and information, for personal expression, and as a vital instrument for social and political change associated with sectoral development. It is established that development support communication system will continuously emphasize the appropriate motivation for the ongoing support to sectoral development programmes.

In the development context, communication strives not only to inform and educate but also to motivate people and secure public participation in the growth and change process. A widespread understanding of development plans is an essential stage in the public cooperation for national development. Methods of communication must give people messages in simple language for

understanding. The development plans must be carried in every home in the language and symbols of the people and expressed in terms of their common needs and problems. If obstacles are encountered and things go wrong somewhere people must be informed and acquainted with the steps taken to set things right.

Erskine Childers (1966), the brain behind this term, describes Development Support Communication as development planning and implementation in which more adequate action is taken of human behavioural factors in the design of development projects and their objectives. Development communication and development support communication are thus two different terms. Development Communication communicates development messages to people for betterment of their economic and social conditions, where Development Support Communication addresses development planning and the plan of operation for implementation. Development Support Communication addresses development planning and the plan of operation for implementation. But often these two terms are substituted for each other.

Planned Strategy for Development Communication:

Multi-channel approach for development communication would ensure wider reach with lasting effect. The success of development communication depends on team approach, i.e. the coordination between the communication agencies (extension workers, radio, TV, Press, etc.) and development agencies. The team should consist of communicators, experts, specialists and researchers. Consultation, collaboration and coordination between development agencies and communication media agencies would facilitate the effectiveness of the development communication strategy.

Community-based communication system may be evolved to ensure greater participation of local people in planning and production of communication material which is community-based.

These approaches facilitate actions for evolving effective communication strategy for development project for changing human behaviour through the transfer of new ideas. Development in developing countries has been an international concern for decades. These development perspectives focused on the attributed causes of underdevelopment in developing countries, efforts for development and constraints, role of communication and emerging communication patterns. From an international perspective, the significant development paradigms are Dominant Paradigms, Interdependent Model of Development, Basic Needs model of Development, Dependency Development. These paradigms have significantly contributed to development in developing countries and each has special significance for the specific geographical area

Dominant Paradigm of Development

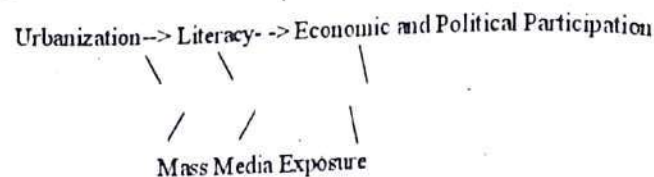
The western model for development predominated in 1950s and 1960s. Rogers (1960) called this the "dominant paradigm" of development as it exercised a dominant influence in the field of development. The emphasis of this model was that development could be achieved by increased productivity, economic growth and industrialization, through heavy industries, capital intensive technologies, urbanization, centralized planning. Development was measured by gross national product (GNP), total or per capita income. There was a shift from a static, agricultural, primitive and rigid society to a dynamic, industrialized, urbanized and socially mobile nation.

Daniel Lerner and Wilbur Schramm (1964) supported the dominant paradigm and advocated automation and technology for development and change. They made significant contributions in identifying the role of communication for technological development. The development community argued that the case of underdevelopment in the developing countries was not due to external causes but due to internal causes present within the nation and the individual, as well as within the social structure. Lerner and Schramm stressed that the individual was to be blamed to the extent that he was resistant to change and modernization, whereas Rogers, Bordenave and Beltran (1976) argued that the

social structural constraints like government bureaucracy, top-heavy land tenure system, exploitative linkages, etc. were to be blamed.

Lerner pointed that since the individual was identified as the cause of underdevelopment, was also the starting point to bring about social change. The modernization of the individual and traditional values became the priority task. Rogers pointed that no effort was made to change social structure though it had been identified as of the causes of underdevelopment. The mass media was used to bring about change. Moreover, the dominant paradigm failed to differentiate developing countries with rich resources or those with low resources. Since these two types of developing countries might have needed entirely different development handling to achieve the results.

Lerner, Schramm and Rogers emphasized role of mass media for development and social and political change. Lerner identified four indices of development: industrialization, literacy, mass media exposure and political participation. People have to be mobile, empathetic, and participatory for development. Lerner (1958) suggested that media exposure, political participation and development of psychic empathy are necessary for development. Modern society is a participant society and it is by consensus.



Lerner's Communication Model for Development

Thus, in the dominant paradigm the communication flow was one way which was top-down vertical communication from the authorities to the people, the mass media channels were used to mobilize the people for development and the audience was assigned a passive role for acceptance of social change.

Interdependent Model of Development:

Rogers, Beltran, Bordenave and many other development theorists in developing countries endorse the opinion that the dominant paradigm approach to development did not result in progress in developing countries. In the 1970s, this approach was being critically reviewed. Several viewpoints were forwarded to show why development did not work. One such approach is the "Interdependent Model". The development philosophy of this approach is the same as that of the dominant paradigm to the extent that the emphasis is on economic growth for development. The supporters of this approach start with the assumption that development and underdevelopment are two facets of the same process and one cannot understand the nature and essentiality of one in isolation from the other.

Nordenstrong and Schiller (1979) the main supporters of this approach, emphasized the global structure in the perspective of communication and development. The thrust of their argument is that the international socio political-economic system decisively determine the course of development within each nation. The notion of a relatively isolated nation developing in accordance with its own conditions determined mainly within society is not acceptable.

Dissanayake pointed that the colonial experience of the less developed countries is central to this line of thinking. The factors which are responsible for the growth of industrially advanced

countries are also responsible for the state of poverty in less developed countries. The gaining of political independence does not seem to significantly alter the picture.

Johan Galtung (1971) argued that colonial structure still persists, only the system of control is exercised in subtler fashion such as economic and transnational corporations and international monetary institutions. In Galtung's theory, imperialism is a relationship between centre and periphery. The dependency development model posed the question: how did the problem of underdevelopment start and why was development not working in some of the developing countries? The development philosophy of the dependency model is that foreign penetration, technology and information have created underdevelopment rather than being a force for development. The economic and cultural dependency on developed countries shapes the social and economic structures of many developing countries. Dependency theorists, T. Dos Santos (1970), Qui Jano, Cardoso and Chilcote etc., hypothesized that contemporary underdevelopment was created by the same process of expansion of capitalism by which developed countries progressed.

It is argued that the diffusion of the life-style of the developed country through mass media aggravates social inequality, because the communication and diffusion of the modernized life-style is only among the rural and urban elites. But the consumerism created by the mass media frustrates the poor as it does not fit in with their economic and social reality. The communication strategies suggested are: to educate the people about the vicious nature and the stifling dependency relationships, to mobilize national and regional support communication channels. They argue that mass media system in these countries is caught in the dependency relationships and at times actively supports them. Therefore, communication strategies should serve the educational and mobilizing functions. Mass media could be employed purposefully once structural transformation of society takes place. (Louis Beltran and P. Allien, 1976)

The New Paradigm of Development:

The new Paradigm emerged in the 1970s. It is a reaction to all development models in the past and it tries to assimilate the various emphasis of all the other models. Development theorists and practitioners have incorporated many dimensions in the development model which were never emphasized earlier. Rogers (1976) argued that this model of development is a meta-model with alternative pathways to development. The unifying dimensions of these alternative models is participation in development. This approach attempts to integrate strategically a host of ideas related to development that have emerged in the past such as popular participation, grass roots development, integrated rural development, use of appropriate technology, fulfillment of basic needs, productive use of local resources, maintenance of ecological balances, development problems to be defined by the people themselves and culture as a mediating force in development. There is an explicit emphasis on the idea of self-reliance, self-development and redistribution of resources between social groups, urban and rural areas, regions and sexes.

The role of communication which was essentially to inform and influence people was being revised and proposed as a process of social interaction through the balanced exchange of information which shall lead to change. The participatory dimension of the model emerged, from the failure of the whole development philosophy of the Dominant Paradigm.

The communication needs as identified by UNESCO (1978) in the "New Paradigm" are open dialogue which reflects diversified views and experiences. Secondly, multi directional communication flow is necessary. This multi directional flow calls for top down as well as horizontal communication and bottom-up communication. The horizontal communication is across society horizontally -from person to person, village to village and rural to urban. The bottom-top is from people to government and top-down the other way around. UNESCO further contends that for participatory rural

communication, media should be made available in rural areas. There should be linkage between development initiatives and communication channels.

The communication strategy urged in this paradigm used mainly interpersonal channels with support from mass media—both cosmopolitan and indigenous media. The functions of communication were not only to disseminate information but also educate them for development by persuasion through mass media. Interpersonal channels were utilized for communicating feedback and development activities.

Globally the development communication scenario has changed in the last four decades which have shifted to the availability of new communication channels, the characteristics of the audience, and development demands. The communication strategies are planned according to the focus of development. The new channels of communication technologies have even changed the nature and scope of interpersonal communication.

Small is Beautiful

(Community development as a snowball effect)

The Snowball Effect

"a figurative term for a process that starts from an initial state of small significance and builds upon itself, becoming larger and faster at every stage"

The snowball effect was originally an analogy that was used to describe the Great War, which simply means something of little to no significance building up to become miraculous and great. Snowball, was also the title for a book written about Warren Buffet. He started out as not a big deal and then worked his butt off to eventually become one of the most powerful men in the world (one of the richest).

Like a snowball, most of you are starting your careers or experiences with small significance. You probably have little to no power right now and will continue to have no power for a while. To become the all mighty powerful snowball, you must go down the right path.

A small snowball which is placed on a steep hill will go down much faster and collect more snow and become much bigger a lot quicker than if it weren't a steep hill. Basic laws of physics. However, the faster the snowball goes down the hill, the harder it will be to control the snowball toward the end of the path thereby possibly being destructive.

Community Development

Community development is the process of helping a community to strengthen itself and develop towards its full potential. Communication is a key component of sustainable development. Mobilizing community members for community development purpose is important but members of communities can only be mobilized when communication is effective. Adequate community communication leads to effective collaborative efforts in issue of development. Communication will help engage citizens in development. To bring about social change among the marginalized and vulnerable population groups, participation must be fostered through communication; as such will lead to the transformation of the community. This is to say that communication is a central or the mediating factor facilitating and contributing to collective change process.

Effective communication will help in the move of people from individual centered development model of learning, behaviour development and change to a collective and community-focused model of participation, appreciation and equity. Community is precipitated on the fact that daily interaction of citizens is essential to collective action and that effective communication serves to stimulate and direct such interactions.

When mention is made of communication in relation to community/rural development, it means an interactive process in which information, knowledge and skills relevant for development are exchanged between community members and information providers either personally or through media such as radio, print, telephones and cybernetics. The aim of effective rural communication is to put rural people in a position to have the necessary information for decision making and the relevant skills to improve their livelihood. In communication for development, rural people are at the centre of any given development initiative and so communication is used in this sense for people's participation and community mobilization, decision making and action, confidence building for raising awareness, sharing knowledge and changing attitudes, behaviour and lifestyles (FAO 2006). Communication for development is defined as the planned and systematic use of communication through inter-personal channels, ICTs, audio-visuals and mass media.

The Social Media Snowball Effect

Snowballs are famous for getting big fast. Start with a lump the size of your fist and before you know it you've got something that could squash a Volkswagen. The snowball grows quickly because you keep expanding the surface area, which means that every time you roll the thing you come in contact with a lot more snow than you did on the previous roll. Social media works the same way; it's all about increasing contacts. If you're running a business, you can look at it from the perspective of impressions, which during the last ice age was how marketers used to measure everything. Now it's all about sharing instead of selling; but more on that later. For now, let's talk snowballs.

How a Tweet Goes Viral

Take Twitter, for example. Twitter was designed for sharing bits of inconsequential blather among friends, but it turns out to be the perfect social snowball medium. Say you've got 1,000 Twitter followers. You post a particularly clever tweet and 1% of your followers retweet it. Now consider that each of those ten people also has a community of followers, and to keep the math simple we'll say they have a thousand followers each. So with one round of retweets your original tweet has now been presented to a possible ten thousand people. If 1% of those ten thousand followers get enough kick out of your tweet and retweet it to 1,000 followers each, your tweet will suddenly have a potential audience of 100,000—that's with just two retweets! The snowball is off and rolling on its own. This is how things go viral, but that's such an ugly metaphor that I much prefer snowballs.

Social Media is good for Business

Okay, so you've created this amazing snowballing, unstoppable force of nature...what good is it? How can you harness the power to benefit your business? Most people still think in terms of direct benefits. "I could tweet about my remarkable 1-day offer. That should snowball nicely," they might think. Think again. Social media is not about direct sales. People share tweets and posts that are of interest, that are insightful, provocative or that tickle their funny bones. The real value is when your tweet links back to your website to a piece of content that was the reason for your tweet in the first place.

Consider an example. One guy tweets the funniest joke in the world. Within a day it's snowballed and a billion people are laughing their heads off. What a funny guy, all those people think, but a billion people laughing does the joke-teller no good. Now consider another guy—let's say he's an SEO guru; he posts a story on his website about the funniest joke in the world and how it went viral, then he tweets this with a link back to his site. Within a day he's had 100,000

visits. The results are much more modest than the jokester's, but because he included a link to his website each of those visits will give him a bit of a boost with respect to search engines such as Google and Yahoo. That's something of real value, but not for the reason you might be thinking. That is if you're thinking, "Well, of course maybe some of those 100,000 people might be interested in his SEO services." It is possible, of course, but that's not why the social snowball benefits business. It works because getting people to your website helps the site gain visibility with regard to search engines so that the real potential customers who are searching for terms such will find your website.

Making a Social Impression

And that takes us back to the old-school concept of marketing impressions. Before the days of social media, businesses advertised with the idea that if enough people saw an ad, some of them would respond to it. Quaint, I know, but there is still a bit of value in that concept if you have deep pockets. But for most businesses, and small businesses in particular, the impressions you need these days are those you get in search engine results by showing up at the top of page one of Google. And the added benefit of using social media to help you achieve search engine visibility is that social media itself is actually even more powerful than search. How can that be? The answer is that people trust people more than they trust businesses or machines. An endorsement of your business or product from social media fans means more to a prospective customer than any advertisement or clever marketing slogan you could possibly hope to create. And when people share online, they share links, which means that you create a shortcut past search engines (and your competition) when you get endorsed via social media.

How to Use a Twitter Paid Media Campaign to Build a Strong Community

Social media is one of the fastest growing industries in the marketing world. As the top social networks grow and new social networks are created, new and innovative advertising opportunities will present themselves.

Sitting at the top of a hill and screaming about your brand is no way to approach social media, but when done right, paid media advertising on social networks can help you amplify your social presence and build a larger, stronger online community. Overtime, Twitter has developed a unique advertising platform that can be very useful to advertisers. The following outlines how Twitter can help build your online community with engaged users, as well as increase brand awareness and refine your content marketing strategy.

Why Use Paid Media To Back Your Social Program?

The Snowball Effect

There are some great companies out there with unique, engaging social media strategies. But not every single one is going to turn into the next great social marketing plan, generate 500,000 followers, and turn a small company into the next Google.

The problem with many programs is their limited reach. It takes time to build a quality community online. Utilizing Twitter's advertising program can provide a faster boost to your efforts and help you build a stronger community.

Through Promoted Accounts and Promoted Tweets, you can reach more users, expose them to your great content, and bring them into your community. This will then lead to them sharing your content, and their friends sharing your content, and their friend's friends sharing your content, and so on and so on...

Essentially, utilizing paid media can be the push that gets the snow ball rolling. The community you build will not leave once you stop advertising – it will continue to organically add members as long as you keep engaging and giving the community what it wants.

Sometimes all your social campaigns needs is a little kick start. A properly executed campaign on Twitter Ads can do just that.

Globalization vs Localization

Q: How mass media and Technology contribute in globalization? Do you think that we are living in a global village? Justify your answer with logical arguments (CSS-2019)

Globalization

All too frequently when the term "global" is used in conjunction with the communications media or industry, it refers primarily to the extent of coverage, with the popularity of satellite television and computer networks serving as evidence of the globalization of communicators

The process of globalization transcends many boundaries, of which the area of communication cannot be omitted. Much of the globalization issues are related to the economic and political transfer of ideas and systems from developed to the developing nations. However, according to Tehranian (1999), without global communication, there could not be a global marketplace. Thus, communication, including the media, is crucial to the process of globalization in every aspect of its interaction with diverse societies of the world.

Globalization and Localization in Communication

The current forces of globalization are producing unprecedented levels of human interdependence in the world community. Although television is not the only purveyor of global culture, it has economic and cultural significance in the rise of transnational media. The importance of television to the Pakistani society ranges from its role of development to that of reflecting the global and local phenomena.

Meanwhile, in the area of communication, difficulty exists in providing a comprehensive definition of the phenomenon of globalization. There is a close relationship between globalization and localization which may be explained as the reaction by local society to globalization.

According to Featherstone, Lash & Robertson (1995), globalization in the broadest sense increasingly involves the creation and incorporation of local processes, which largely shape the compression of the whole world. Although the concept of globalization remains important, it might be preferable to replace it for certain purposes with the concept of globalization, due to the advantage of making the concern with space as important as the focus upon temporal issues. By such a definition, the response by local communities to globalization is vital in explaining the complex interactions. Traditional ways of a society cannot be ignored in the face of globalization.

The interplay of the global and the local is necessary to find an appropriate meaning of these concepts. In the world today, traditional societies have either resisted or embraced globalization. Thus, in the area of broadcasting, there are many debates on policies, concerning resisting television content, based on culture of the source of the program and that of the recipient.

It has been argued that it is important to become aware of the nuances of the process of globalization and seek to develop theories which are sensitive to the different power potentials of the different players participating in the various global struggles. Thus, the range and multiplicity of responses to modernity means that, it may be preferable to refer to global modernities (Featherstone, Lash & Robertson, 1995).

Phenomena of Globalization of Media Industry

Explain the phenomena of globalization of media industry and its role in bringing in western culture to East Also suggest ways to avoid cultural imperialism. (CSS-2016)

Definitions of Globalization

Globalization is 'the compression of the world and the intensification of consciousness of the world as a whole' (Robertson, 1992: 8)

Globalization is 'best considered a complex set of interacting and often countervailing human, material and symbolic flows that lead to diverse, heterogeneous cultural positioning and practices which persistently and variously modify established vectors of social, political and cultural power' (Lull, 1995: 150)

Globalization is 'the product of a changing economic and political order, one in which technology and capital have combined in a new multi-faceted imperialism' (Silverstone, 1999: 107)

Globalization 'refers to the rapidly developing process of complex interconnections between societies, cultures, institutions and individuals world-wide. It is a social process which involves a compression of time and space, shrinking distances through a dramatic reduction in the time taken \pm either physically or representationally to cross them, so making the world seem smaller and in a certain sense bringing them "closer" to one another' (Tomlinson, 1999: 165)

In watching television news, going to the cinema, reading a book, surfing the Net, playing the latest computer game or listening to a new recording by your favorite band, DJ or singer, the chances are that you were using or consuming a media product created, controlled and distributed by the global media industry. The production, distribution and consumption of an increasing number of media products now take place in a transnational context. An understanding of what media globalization is all about is a crucial starting point in our attempts to come to terms with media in the twenty-1st century. Media globalization has resulted in a radically changed media landscape for media audiences

Developments in the World

- The trans nationalization of national and even local.
- Television in several parts of the world.
- Local appeal as a success formula for television but not for cinema.
- The digitalization and convergence of both old and new information and communication technologies (ICT).
- Media globalization and localization as concurring phenomena

While the meaning of globalization remains ambiguous, "media globalization" or "global media" have quickly become clichés in communications studies. Two questions can be raised

about the use of such terms, however. First, what is meant by a globalized communications industry, and secondly, can we assume that a genuine globalization of the industry has already taken place? More precisely, what is the direction of changes that we can observe now—globalization, localization, or something else?

What New?

- As an idea, globalization is not a product of the 1990s. or even the 20th century.
- Globalization is neither a wholly novel.
- Nor primarily modern.
- Social phenomenon.

All too frequently when the term "global" is used in conjunction with the communications media or industry, it refers primarily to the extent of coverage, with the popularity of satellite television and computer networks serving as evidence of the globalization of communications.

Indeed never before in human history has a single television channel been available in over 150 nations, nor has there been any communications medium which managed to attract hundreds of millions of users. However, as Ferguson has pointed out, the linkages brought about by the so-called globalization process are largely confined to OECD and G7 member countries, which constitute one-third of the world population. And even when a medium, e.g., CNN, can put over 150 countries on its map, the rate of penetration and actual consumption can present rather a different picture. As Street (1997:77) has said, the fact that a product is available everywhere is no guarantee that it achieves the same level of popularity, let alone acquires the same significance, meaning or response. (Featherstone, 1990:10). It is no secret that CNN's audiences normally account for only a small fragment of a nation's population.

However, the meaning of a globalized industry would be seriously distorted if other dimensions were left out of the discussion. These dimensions, including the dynamics of the market, modes of production, the contents and messages transmitted, are closely related to the perception of the role and function of communications in the globalization process, the direction of change in the industry, and ultimately, the cultural images presented by the theories of globalization.

There is no denying that competitive pricing is a major reason for the availability of American and Japanese programs in most parts of the world. However if prices were the single most important factor at work, those companies which produce the cheapest and most attractive products, with the most extensive global distribution networks and best promotional skills would have become the sole suppliers for the global market, leaving very little to the smaller, less competitive national and local players.

Single System

- This "single system single system." then forms the framework for individual activities and nation-state operations.

Entire Human Population

The entire human population is bounded into 3 groups.

Single system

Single society

The structuration of world as a whole

- It is conceived both as a journey and a destination—with arrival at the globalized state a finality which constitutes a unit of analysis in its own right.

To critical theorists, communications media can be viewed as industries which commercialize and standardize the production of culture (Kellner, 1989). This definition highlights an important property of the media: a business that produces, distributes and sells marketable products. But the recognition of this property is not to overlook the media's other equally important characteristic: its being cultural.

Cultural products, more than any others, reflect the cultural values of their producers and the social reality in which they were produced. Viewing a television program or listening to the radio, therefore, cannot be seen as a simple act of consumption; these acts involve a rather complex process of decoding cultural meanings. Although competing prices may contribute to the wide availability of certain cultural products, the purchase of cultural products differs from the purchase of typical consumer goods in that considerations such as product quality may bear little significance in the decision to watch, or not to watch, a television program.

Era of Global Communications

- The 1990s, with the fall of the Berlin Wall
- The explosive growth of the World Wide Web as preludes, have been marked by the collapse of the physical virtual and institutional barriers which had kept people apart over the previous several decades.
- The ever closer trade relationships among nation-states.
- The growing number of transnational corporations ICTs internet and discussions on e-commerce and e-governance.
- This perspective considered globalization as the widening, deepening and speeding up of worldwide interconnectedness in all aspects of contemporary social life.

The cultural products market, therefore, does not operate on economic forces alone. Following a similar logic, communications technologies, the other purported major force for globalization, also have their blind spots in explaining all changes—a conclusion which we can derive, without too much difficulty, from the discussion of the significance of "place" and "local cultures" in the literature on globalization.

Some neo-Marxists view globalization as a process where the feeling of belonging is no longer connected to different places; they argue that the sense of belonging is to one single global society. Therefore it is fair to say that the local culture and the local "place" is still more important to most people than the global. "Even if cultural globalization, as Giddens pointed out, is an important part of globalization and even if local culture is constantly challenged, there are few signs of one homogenous global culture" (Lie, 1998:144).

Globalists

- Globalists see globalization as an inevitable development which cannot be resisted or significantly influenced by human intervention, particularly through traditional political institutions, such as nation-states.
- The optimists: with neoliberal arguments, welcome the triumph of individual autonomy and the market principle over state power.

- Pessimistic: Neo-Marxists tend to be more pessimistic in their globalist discourse.

Therefore, most scholars today see globalization as interlinked with localization. But although scholars agree that globalization and localization are linked, sometimes referred to as globalization, there still remains a lot of uncertainty and discussion around the question on how these two concepts are linked.

Traditionalists

- Traditionalists argue that the significance of globalization as a new phase has been exaggerated. They believe that most economic and social activity is regional, rather than global, and still see a significant role for nation-states.
- Traditionalists argue that the significance of globalization as a new phase has been exaggerated. They believe that most economic and social activity is regional, rather than global, and still see a significant role for nation-states.

Viundal (2000:6) describes this linkage by using the analogy of a tree: "As the tree grows stretches out and widens its horizon, its roots at the other end also need to grow stronger. In my case, going to Australia, stretching out my branches, as a way of globalising, my awareness of my cultural background and roots as a Norwegian have at the same time grown stronger, as a sign of localising. Consciously or unconsciously my culture might have been challenged or changed due to my exposure to other cultures, but in this process my Norwegianness also tends to be confirmed". This coincides with what Giddens (1995) pointed out about human nature. He suggested that humans want, or maybe need, a place to belong to, but that humans at the same time want to reach out to what is found outside this "place".

Transformation-lists

Transformation-lists believe that globalization represents a significant shift, but question the inevitability of its impacts.

They argue that there is still significant scope for national, local and other agencies.

1) The interrelated processes of the emergence of interdisciplinary.

2) The increasing role of the power of culture.

3) The birth of a new form of modernization.

4) The changing role of the nation-state.

5) The emerging attempts to address the link between the global and the local.

Cultural Identity

What globalization really is and what it means to human beings with regard to (cultural, national, ethnic ...) identity is a matter of discussion. Thomas Eriksen (1993:150) starts from the assumption that identity is locally constructed, and that "people still live in places". This indicates that the connected world is a stage where people with different cultures and identities meet.

Cultural Identity

People still live in places.

A particular way of life shaped by values, traditions, beliefs. Material objects and territory.

Globalization is thus restricted to describing the expansion and coverage of the means of communication, not its consumption.

Therefore, cultural identity has become a crucial concept in the debate on globalization. If we adopt Lull's (1995:66) definition of culture—"a particular way of life shaped by values, traditions, beliefs, material objects and territory"—and Anderson's (1983) idea of imagined communities, we have to accept culture and identity are an evolving process positioning the individual as an active participant in the consumption of information. The subconscious references and choices that we make on a daily basis that attach meaning to the information we receive, which is related to our concept of self and other. This view emphasizes the exchange of meaning taking place in the local consumption of global messages. As Katz (1980) notes, context and the individual reading of the message become the focus with a shift from "what the media do to the people to what the people do to the media." Globalization is thus restricted to describing the expansion and coverage of the means of communication, not its consumption.

Mass Media / Technology and Globalization

Q: How mass media and Technology contribute in globalization? Do you think that we are living in a global village.' Justify your answer with logical arguments (CSS-2019)

"The reduction in the distance between individuals and societies in terms of both time and space; facilitated by technological developments such as the Internet and other media. These are usually referred to as Information Communication Technologies (ICTs). The development of ICTs has not only resulted in major changes in the workings of the mass media but also allows the rapid transfer of information, knowledge and capital."

Media and technology as it relates to globalization both go hand in hand. The extensive growth of technology is responsible for media globalization. The internet, satellites, cable television and digital devices have created a pathway for an immense amount of information to travel the globe within seconds.

Technological advancements have caused globalization to rise within the past ten years. According to (Burbules and Torres, 2011),

"In information and communication technology, innovations have become smaller in size, more efficient and often more affordable. In transport technology, vehicles have tended to become larger and faster, as well as becoming more environmentally friendly and cheaper to run. Whether for personal use or for business, technology has made the world seem a smaller place and assisted in the rise of globalization."

Communication technology has made it easy for people all over the world to communicate with one another through emails, the internet, chat programs and video calls. Transport technology has also played a major role in the process of globalization. Since the Industrial Revolution, the nature of transport has drastically changed. Vehicles are built, faster, safer, more environmentally friendly, and cheaper to run and more fuel efficient. Airline and water transport have expanded tourism as well as trade between countries.

Both media globalization and technology globalization have its advantages and disadvantages. The **advantages** of both media and technology as it relates to globalization but here are some more.

Advantages

- Media, like society has become greatly diverse therefore offering a variety of choice to individuals worldwide than ever before. Consumers are in control and also have a vast

choice in their media consumption. This in turn, widens cultural horizons and gives persons access to various cultures worldwide.

- (McLuhan, 1980) stated that, "the rise of communication technologies would culminate in the creation of a "global village", one capable of enhancing initial understanding between people and forging new communications."
- (Matos, 2012) stated that, "new technologies have permitted a reduction in cost of communications- computerized technology, the internet and satellite television has all contributed to the reduction of costs encouraging homemade productions."

Disadvantages

- Fenton (1999) argues that, "global culture has led to the westernization of other cultures. The mass media forces western cultural values (especially American) on non-western countries therefore damaging other cultures and promoting cultural homogenization, where everything is the same."
- Technology makes us vulnerable. We have become so dependent on technology through online shopping, online banking, and data storage that we are more likely to have our information stolen so that we could be financially decimated within a short period of time.
- Another disadvantage of both technology and media is the flow of inappropriate content to certain age groups. With easy access to television and the internet, young children and teenagers are exposed to inappropriate content such as pornography, drug use, violence and criminal activities.
- There is much room for "digital divide" where persons who do not have access to media and technology become isolated in relation to the rest of the world thereby creating global inequalities.

Just like both sides of a coin, globalization as it relates to media and technology has its pros and cons. However, in current times, globalization is at its peak. The main goal of globalization should be geared toward assisting the less fortunate countries by providing them with the best lifestyle opportunities that the more advanced countries already have. It should also focus on ensuring that all countries benefit from the advantages of globalization within equal rights and by playing by the same rules.

We are living in a Global Village'

Media revolution has converted the whole world into a global village. Cable TV networks are one of its tools and people's love for such medium cannot be denied. In Pakistan cable TV is gaining popularity day by day and has eclipsed all other forms of entertainment. Several channels are delivering modern scientific information at no cost that we cannot afford due to our limited resources. Simply, turning on TV sets, we can be aware of the latest developments around the globe. We can watch the landing of man on the moon, working of robots at Mars and miracles of genetic engineering in the field of medicine. This cutting edge of technology has provided us the opportunity to move from a stagnant phase of ignorance to a modern era of revolution and logic. As we are living in rapidly and constantly changing times, change is around us, about us, within and without us.

It is because of globalization that world is fast shrinking. This would be a reason for students to take advantage of the situation and study wherever their interests take them. In Pakistan our universities conduct only popular courses. Hence if a student has passion for a subject such as astronomy, he will not be able to do so in Pakistan. In this case he would have to study overseas. Now, with a single click on internet when we look at all the universities in the

world as possible places of study, we will have more choices. Now by utilizing and getting benefit from Newspapers, we can easily know that what is happening in other parts of the world. In Pakistan it goes beyond the range of television and reaches the remotest regions of the country. Salesmanship is the key to modern business and the newspaper is an effective means of advertising. Another function which the press performs today is that of a watchdog. Ads are also a useful source of information regarding rent and sale. Thus, we can learn about wars, revolutions, earthquakes, floods etc. in different parts of the world. We learn about the different functions the UN is performing in various fields of economic uplift and international trade and relations between states. The editorials of popular newspapers are useful commentaries on national and international affairs. They tell us about social matters like debates, public meeting affairs, transport problems, price levels, art, literature, religion and so on every now and then.

General health programs get easily publicity like campaigns for child health, family planning, awareness about AIDS, TB and Bird Flu. Television can be used to teach uneducated people. We can have programs for teaching the basic details of languages. Such programs can be extremely useful for our villagers and the working class people in the cities.

Since the last decade the media in Pakistan has become very vibrant because of the privatization of TV channels, independent press and uncontrolled internet access to general people. Pakistan is a big country of more than 150 million people. So it offers a huge market to multinationals and local companies to sell their products. These facts are very provocative for the international companies to sell their products and services in Pakistan. The multinationals companies like coca cola, KFC, MacDonald, Nestle and many more are already doing business in Pakistan. The purpose of the media is to inform people about current, new affairs and to tell about the latest gossip and fashion. It tells about the people who are geographically divided. Mass media helps to reveal the news of people's misery so that concerned authorities can take necessary steps. The whole world has become a global village due to media. Today the powerful effects of media have spread in every society of all over the world. Now with the advancement in the field of science and technology, we are globally interconnected and communicate with other countries. There are a group of computers that can communicate with each other connecting millions of other computer networks in the world. World Wide Web is collection of millions of changing documents on computers all over the world.

These documents may contain the books, magazines, pictures, films and information one needs. The different websites that run into millions, offer information in the sciences, arts, religion, education, commerce, industry, agriculture, law and almost every topic or subject. The internet has surely brought countries and nations closer, it has functioned to help in the development of the world into global village.

We in Pakistan can especially promote science and technology only if we are globally interconnected with other countries in the world by making the use of different technologies and Communication. We can likewise learn about new books, magazines, films, music and other arts and literary writings in different countries in English and other international languages. Because of this Inter connectivity we watch and hear about all scenes of destruction, we can learn how we can make our national and personal life better. We can fix and determine our true destinations and aims in life with this information and guidance.



Public Relations



Q: Do you think that PR is a tool of governance? Why is it necessary for a public relations department to serve as early warning system? (CSS-2019)

Q: Define Public Relations. Also explain its tools and techniques and challenges in Pakistan (CSS-2017)

Q: Why Public Relations Officers are called Spin Doctors? Discuss the role and responsibilities of Press Information Department (PID); also critically evaluate its performance as an institution in image building of Federal Govt. (CSS-2016)

Public Relations Defined

First, exactly what is PR? Here are some descriptions of Public Relations:

Public Relations is the management function that establishes and maintains mutually beneficial relationships between an organization and the public's on whom its success or failure depends.

■ "Effective Public Relations" by Scott Cutlip, Allen Center & Glen Broom

"The purpose of public relations in its best sense is to inform and to keep minds open...."

■ John W. Hill

"Good or bad, every organization has a reputation. Public relations helps you manage that reputation."

■ Dawn McDowell

"Public Relations is a planned and systematic two-way communication process to encourage public involvement and earn public understanding and support."

■ National Chapter Public Relations Association

"Public relations affects almost everyone who has contact with other human beings. All of us, in one way or another, practice public relations daily. For an organization, every phone call, every letter, every face-to-face encounter is a public relations event."

■ "The Practice of Public Relations" by Fraser P. Seitel

In a nutshell, public relations are communicating with people, relating to the public, and building relationships. The GOAL of good PR is to connect with the community by building positive relationships and promoting two-way communication.

PR is effective, two-way communication, used as a vehicle to build partnerships, trust, confidence and support for chapter activities. Effective PR increases community awareness, builds and maintains relationships, creates better understanding and support for AFA issues, and helps form positive public opinions.

Public relations includes ongoing activities to ensure the chapter has a strong public image. Public relations activities include helping the public to understand the chapter and its products. Often, public relations are conducted through the media, that is, newspapers, television,

"Public Relations is a form of communication primarily directed toward gaining public understanding and acceptance. Public relations usually deals with issues rather than products or services, and is used to build goodwill with public or employees. Examples of public relations are employee training, support of charitable events, or a news release about some positive community participation."

Or

"Public Relations as 'relations with the general public as through publicity; specif., those functions of a corporation, organization, etc. concerned with attempting to create favorable public opinion for itself.'"

Or

Using the news or business press to carry positive stories about your company or your products; cultivating a good relationship with local press representatives

Public relations is a communication career. Public relations people work to let people know about their organization's purpose and needs, to listen to what people think about their organization, and to help their organization establish and maintain a good reputation that is based on good performance. The Public Relations Society of America, one of the world's largest public relations professional associations, defines public relations in the following way:

Public relations helps an organization and its publics adapt mutually to each other. Four additional definitions are needed to understand this definition:

- 1) Organization
- 2) Public
- 3) Adapt
- 4) Mutually

Definitions

ORGANIZATION: a group of people which has a common purpose, set of goals, and identity, which is supervised by professional leaders or managers.

Examples of "organizations" include corporations, hospitals, not-for-profits, governments and government offices at all levels (country, state, city, etc.), churches, school systems, semi-pro and professional sports teams, special interest groups, unions, trade associations, professional societies, political parties, places of entertainment (like theatres, opera houses, museums), travel destinations (hotels, cruise lines, cities, etc.), etc.

- **PUBLIC:** Informal unorganized groups of people who have an interest in common, like (use examples popular in your school or area, like vegetarians, diabetics, health enthusiasts, voters, etc.)
- All organizations have multiple publics that it affects and/or is affected by: The public relations persons in those organizations develop strategies to reach each of those publics in ways that are meaningful to them (the public's). Some examples of publics with whom public relations professionals work to develop relationships are the media, community, employees, activist groups, government officials, consumers, similar organizations, and political constituents.
- **ADAPT:** to make fit of suitable by changing or adjusting to new or changes circumstances.
- All successful organizations adapt to the constantly changing circumstances they face. If they don't, they will - some sooner and some later - find it hard to continue pursuing their mission.
- **MUTUAL:** Webster's defines mutual as reciprocal, then states: reciprocal implies a return in kind or degree by each of two sides of what is given or demonstrated by the other.

An organization must negotiate with other organizations, groups, and individuals in their environment to establish mutual understanding and make that environment one in which they can all exist together.

The History of Public Relations

The history of public relations is mostly confined to the early half of the twentieth century; however there is evidence of the practice scattered through history. One notable practitioner was Georgiana Cavendish, Duchess of Devonshire whose efforts on behalf of Charles James Fox in the 18th century included press relations, lobbying and, with her friends, celebrity campaigning. A number of American precursors to public relations are found in the form of publicists who specialized in promoting circuses, theatrical performances, and other public spectacles. In the United States, where public relations has its origins, many early public relations practices were developed in support of railroads. In fact, many scholars believe that the first appearance of the term "public relations" appeared in the 1897 *Year Book of Railway Literature*.

One of the main purposes of Public Relations is to open the lines of communication between an organization and its publics so that they can talk, listen to, and negotiate with each other. When they do that, they can learn to understand each other's needs, ideas, and concerns. They learn how they can work together to make life in the same environment (neighborhood, city, country, world, etc.) better for all of them. Sometimes that means compromising by each side giving up something that is important to them in order to accommodate the other side. Sometimes that means agreeing to disagree, but to understand and respect each other's side. Sometimes that means coming up with something entirely new that neither side had considered before.

For example: You share a room with a sibling who likes music you hate, and vice versa. You both have to share the same room until one of you is old enough to move. How do you negotiate so you can live together?

LIAISON: Webster defines liaison as "a person whose function it is to make and maintain a connection, as between persons or groups."

Specific Public Relations Disciplines include:

- Financial public relations – providing information mainly to business reporters.
- Consumer/lifestyle public relations – gaining publicity for a particular product or service, rather than using advertising.
- Crisis public relations – responding to negative accusations or information.
- Industry relations – providing information to trade bodies.
- Government relations – engaging government departments to influence policymaking.
- Publicity events, pseudo-events, photo ops or publicity stunts.
- Speeches to constituent groups and professional organizations; receptions; seminars, and other events; personal appearances.
- Talk show circuit: a public relations spokesperson, or the client, "does the circuit" by being interviewed on television and radio talk shows with audiences that the client wishes to reach.
- Books and other writings.
- Collateral literature, both offline and online.
- Direct communication (carrying messages directly to audiences, rather than via the mass media) with, for example, printed or email newsletters.

- Blogs.
- Social media and social networks.

Public Relations as a Career

It's a career that is growing rapidly in many countries as a result of the major changes in governments and economies since the 1980's, and the opportunities made possible by new technologies like internet and the web.

Public relations are an exciting and varied communication career that you can tailor to your interests and talents.

Public relations people work for all kinds of organizations from hospitals, schools, government, sports teams, theaters, movie stars, television stations corporations, and not-for-profits like the Red Cross, the United Way, and churches--almost any kind of organization you can imagine!

Their job is:

- To let people know about their organization's purposes and needs.
- To listen to what people think about their organization.
- To build good working relationships with groups of people who affect or are affected by their organization.
- To help their organization establish and maintain a good reputation that is based on good performance.

Some public relations professionals are part of the management team that makes major administrative decisions about how the organization will operate, what it will do, how it will treat the people and groups of people who affect or are affected by it, and how it will act in the environment.

Other public relations professionals are technical experts who plan, organize, and produce a wide variety of materials, videos, web sites, publications, special events, meetings, and other activities designed to help them communicate to and develop relationships with a variety of different groups of people, which they call "publics."

Public Relations People as Liaisons

Public Relations people both represent the organization's views and opinions, and bring the views and opinions of others into the organization for discussion there.

They are called *liaisons*.

For example: In the 1980's, McDonald's used non-biodegradable containers to keep their larger burgers warm from the window to the customer. Because of what the non-biodegradable containers did to the environment, environmentalist groups asked McDonalds to stop using them. McDonalds didn't listen to them at first, so the situation became a crisis.

Environmentalists picketed in front of McDonalds and called for a boycott of their food. The media often covered the events. Environmentalists sent letters to the editor and influenced media coverage in other ways as well. As a result, McDonalds did finally listen and were willing to change their behavior, and the public relations practitioners were involved in that process of listening and responding.

McDonald's not only stopped using the non-biodegradable containers and adopted new packaging that was biodegradable, but they became strong advocates for environmental issues as well. The environmentalists stopped publicly criticizing and picketing McDonalds, and McDonalds enhanced their reputation by being recognized as a leader in environmental support. They did this without having to compromise the quality (or quantity sold) of their burgers. Public Relations practitioners helped to tell the public about the good things McDonalds was doing.

This was a win-win-win situation: McDonalds won by adapting and gaining recognition in a new area (environmentalism); the environmentalists won by ending McDonald's use of non-biodegradable containers; and, most importantly, the environment won because there is less non-

biodegradable landfill. McDonald's and environmentalists can co-exist peacefully in America because both sides were willing to compromise: McDonalds by changing their containers and environmentalists by not complaining about McDonald's use of the new paper. Some environmentalists are opposed to all waste of natural resources, so even the new paper was a compromise for them.

Media Relations

Involves working with various media for the purpose of informing the public of an organization's mission, policies and practices in a positive, consistent and credible manner. Typically, this means coordinating directly with the people responsible for producing the news and features in the mass media. The goal of media relations is to maximize positive coverage in the mass media without paying for it directly through advertising. Many people use the terms *public relations* and *media relations* interchangeably; however, doing so is incorrect. Media relations refer to the relationship that a company or organization develops with journalists, while public relations extend that relationship beyond the media to the general public. Dealing with the media presents unique challenges in that the news media cannot be controlled — they have ultimate control over whether stories pitched to them are of interest to their audiences. Because of this, ongoing relationships between an organization and the news media is vital. One way to ensure a positive working relationship with media personnel is to become deeply familiar with their "beats" and areas of interests. Media relations and public relations practitioners should read as many magazines, journals, newspapers, and blogs as possible, as they relate to one's practice. Working with the media on the behalf of an organization allows for awareness of the entity to be raised as well as the ability to create an impact with a chosen audience. It allows access to both large and small target audiences and helps build public support and mobilizing public opinion for an organization. This is all done through a wide range of media and can be used to encourage two-way communication.

Why Public Relations Officers are called Spin Doctors? Discuss the role and responsibilities of Press Information Department (PID); also critically evaluate its performance as an institution in image building of Federal Govt. (CSS-2016)

Public Relations Officers / Spin Doctors

Public relations is the lifeblood of any company. Whether a company is public or private, profit or nonprofit, its reputation will determine its ultimate success. Instant worldwide communications make it more important than ever to manage a company's image and control how a company interfaces with its customers. Public relations failures can seriously undermine the effectiveness of management and

PR Quotes

PR people are often called "spin doctors," which to us conjures up images of weird zombie voodoo witch doctors. While we like to think of ourselves as good witches rather than bad witches, there's certainly an element of magic to what we do. What's our method? We can't reveal all of our secrets, but read on for a little taste.

compromise company credibility. To keep things running smoothly, the public relations manager must wear many different hats: that of a journalist, marketer and sociologist.

Problem Solver

The public relations manager is the ultimate spin doctor. It is his job to put the best face on news and information that could embarrass or malign the company's reputation. Often, he will be called upon to polish mundane information into platinum data that gives the company more credit than would ordinarily be due for routine accomplishments.

Spin is defined as providing a certain interpretation of information meant to sway public opinion. The book *The Age of Spin* suggests that spin was a pejorative term in the 1950s, indicative of deceit, but has since shifted in its use to mean a polishing of the truth. A New York Times reporter said companies use spin to cause the company or other events to appear to be going in a slightly different direction than it actually is. Within the field of public relations, spin is seen as a derogatory term.

Skilled practitioners of spin are sometimes called "spin doctors." The techniques of spin include selectively presenting facts and quotes that support ideal positions (cherry picking), the so-called "non-denial denial," phrasing that in a way presumes unproven truths, euphemisms for drawing attention away from items considered distasteful, and ambiguity in public statements. Another spin technique involves careful choice of timing in the release of certain news so it can take advantage of prominent events in the news.

Public relations (or communications, which is a more western Canadian and US term) is a mash-up. Event planner, brand developer, writer, coordinator, project manager, graphic designer, photographer, script writer, advisor, advertiser, sign designer, producer, issues manager, executive, director, social media geek, voice artist, strategist, videographer, coach, reputation manager, digital strategist, leader, media relations coordinator, marketer, publicist, actor, customer service leader, speech writer, spokesperson, mobile addict, researcher, and much more. They work hard, long hours, and are one of the first to get called when crap hits a fan or when they need somebody to do something that nobody else wants to. It's also one of the funniest

- Spin doctors are: "professional political strategists, able on behalf of their clients to manipulate the media – planting a story here, a rumour there, a tip-off somewhere else – so that any piece of news is tailored to show them in the best possible light." – Michael Shea
- "PR is a mix of journalism, psychology, and lawyering – it's an ever-changing and always interesting landscape." – Ronn Torossian
- "Public-relations specialists make flower arrangements of the facts, placing them so the wilted and less attractive petals are hidden by sturdy blooms." – Alan Harrington
- "The art of publicity is a black art; but it has come to stay, and every year adds to its potency." – Thomas Paine

Term "spin doctor" was first used in print in 1977

The term "spin doctor" was coined by American novelist Saul Bellow, who spoke in his 1977 Jefferson Lecture about political actors "capturing the presidency itself with the aid of spin doctors." It took a while, but the phrase "spin doctor" first appeared in the press on October 21, 1984, in a *New York Times* editorial commenting on the televising of presidential debates

jobs in the world, the most stressful jobs in the world, one of those jobs that is either the least regarded or the most respected

"Spin Doctor"

The term "spin doctor" became a common addition to the English language in the 1980s. Its exact origin is uncertain, but the word is often used to describe public relations experts as well as political or corporate representatives whose job it is to put a "positive spin" on events or situations. The verb "spin doctoring" is also commonly used to describe the work that this person does.

If someone controls the spin, or direction, of an object, he is showing the sides of it that he wants to show while not shedding light on the rest. A spin doctor uses spin control to emphasize or exaggerate the most positive aspect of something. For example, cigarette companies sell products known to be harmful and can make them look bad. If they also provide funding for charitable events, or build community playgrounds, however this can make them look good. Such examples of "corporate social responsibility" can sometimes put a positive spin on companies that might otherwise be considered bad.



Role and Responsibilities of Press Information Department

Press Information Department is the principal arm of the Ministry of Information & Broadcasting responsible for the dissemination of information and projection of the Government policies.

It also maintains liaison between the Government and the Press aimed at achieving government publicity objectives. Press Information Department serves as a catalyst in creating congenial atmosphere for the working journalists to promote freedom of press and freedom of expression.

Major Functions

- Coverage on Electronic Media – TV/Radio
- Coverage in Print Media
- Photographic Coverage
- Coverage through Website (www.pid.gov.pk)
- Feedback Services
- Advisory Role
- Role of a Facilitator
- Pictorial Coverage
- Release of Advertisements

Release of Advertisements

Government has decided to bring taken-over industries as well as nationalized banks within

the fold of the "Centralization of Advertisement Scheme". Under this scheme, all newspaper advertisements, both classified and display have to be routed through the Press Information Department. As a result of this decision, all Government Departments, Autonomous or Semi-Autonomous Bodies, without any exception, shall have to route their advertisements to the Press through the Press Information Department at Islamabad and its Regional Offices at Lahore, Karachi, Hyderabad, Peshawar, Quetta and Gilgit.

The Government has taken this decision to promote the interests of the regional papers which do not normally get their due share of advertisements particularly from those emanating from the taken-over industries and the nationalized banks.

Under the existing procedure, classified advertisements like situation vacant' and tender notice are released directly to newspapers by PID, Rawalpindi, and its regional offices at Karachi, Lahore, Peshawar and Quetta. The display advertisements, which involve designing and illustrations in addition to lettering/copy, are released through Advertising Agencies accredited to APNS and enlisted with PID.

On receiving a requisition from the sponsoring organization for the placement of an advertisement, PID approves newspapers for its publication, keeping in view the special requirements of the sponsoring Ministry/ Department/Organization, e.g. the circulation and the ability of the news-paper to reach the advertising targets. Under the Centralization Scheme, sponsoring Departments/Organizations are not required to name the papers but only to specify the target area, the region and the language of the news-papers/periodicals in which they wish to advertise. This procedure is again aimed at safeguarding the interest of the Regional Press.

Procedure for release of Advertisements

All Classified Advertisements of the Federal Government offices, autonomous and semi-autonomous bodies and organizations under their control have to be routed through the Press Information Department at Islamabad and its Regional Offices at Lahore, Karachi, Hyderabad, Peshawar and Quetta as the case may be. Requisitions for release of advertisements are required to be placed on the proforma prescribed vide P.I.D. Memo. No. 14(22)/74-P.B, dated 19-9-1974 (Annexure). The classified advertisements are released 'directly to newspapers by PID, Islamabad and its Regional Offices

The Display Advertisements are released through advertising agencies accredited to All Pakistan Newspapers Society (APNS) and enlisted with PID. For preparation of Display Advertising Campaigns, advertising agencies are to be selected through open competition confined to Accredited Advertising Agencies. Selection will be made by panel comprising a representative each of the sponsoring organization and PID. An advertising agency found guilty of divulging release of advertisement to newspaper before the media has been approved by PID is liable to be blacklisted.

Advertising agencies handling advertisements of organizations in the centralized pool must submit to PID, in prescribed form, monthly statements of advertisements of these organizations released by the agencies.

External Publicity Wing

Role and Functions

- Provide professional help to foreign media based in Pakistan
- Arrange interviews of President, Prime Minister, Federal Ministers with foreign media
- Prepare Weekly Projection Report on the performance of EP Wing/Press Officers

- Arrange media coverage of the visits abroad of the President, Prime Minister, Federal Ministers and Pakistani delegations
- Prepare Daily Summary of reports / comments from foreign press
- To counter negative reports about Pakistan
- Provide publicity material about Pakistan
- Provide national newspapers/magazines to the Missions
- Arrange familiarization trips for journalists to Pakistan
- Facilitate foreign media persons visiting Pakistan for news coverage / documentaries
- Release selected items from foreign media to the national press
- Process International Agreements covering media matters

Cyber Wing Cyber Objectives

- Consolidating Ministry's IT infrastructure
- Projecting Government policies and programmes
- Providing Pakistani nationals and friends of Pakistan with necessary information
- Countering anti-Pakistan propaganda
- Highlighting and exposing adversaries' weaknesses and vulnerabilities
- Entering psychological war through internet

The PID is an attached department of the Ministry of Information, Broadcasting and National Heritage. It aims at promotion of the good policies of the government of Pakistan and countering negative propaganda against these policies in order to create harmony between state institutions and the people of Pakistan.

The media is considered the fourth pillar of state, and in the midst of plethora of private print and electronic media, public organizations like PID, PBC and PTV perform their institutional role of creating awareness among the masses regarding the government's policies like any other state media in the world. They have nothing to do with politics and politicians.

The officials and officers of these organizations work only in the service of Pakistan round-the-clock not only in Pakistan but also in foreign countries. Their role in times of national disasters like earthquakes and floods cannot be ignored.

In short, these organizations do not go beyond their basic role of developing a rapport between the government and citizens

PR: The Dark History of Spin and its Threat to Genuine News

As the public-relations industry increasingly tries to dominate the media, it is not only contaminating journalism but is itself reverting to its lowly propaganda origins

Dean's Yard is a stone's throw from the Houses of Parliament, and it was here in August 1919 that the public-relations industry was born in Britain. Its avowed aim was to ensure that universal suffrage – introduced the previous year – would not result in genuine democratic politics.

One of those present at the first meeting had spelled this out back in 1911, when he had sponsored the creation of "business leagues" to defend big business. "If our league succeeds," he wrote, "politics would be done for. That is my object."

Dudley Docker, the author of those words, was a Midlands industrialist and founding president of the Federation of British Industries in 1916 (forerunner of today's CBI). Also present was Rear-Admiral Reginald "Blinker" Hall, a former Director of Naval Intelligence and recently elected MP. Hall was responsible for leaking the infamous "Black Diaries" of

the Irish Nationalist hero Roger Casement, thus ensuring his death by hanging. The organisation they formed in 1919 was unblushingly called National Propaganda.

If you haven't heard of National Propaganda, that may be because its story features in virtually no history books - perhaps a testament to the power of propaganda to manage and manipulate how we see the world. Corporate propaganda did not come to Britain as an export from the US, but arose here at the same time and for the same reasons - as a defence by the powerful of their interests. Today it is called public relations, a term invented by early spin doctors when propaganda got a bad name.

PR today attempts to control the political agenda by attempting to dominate the whole information environment so that alternatives to the market seem nonsensical or minority pursuits. The most important way in which it operates is by direct influence on the political elite as opposed to influence on public opinion.

The aim is to ensure that almost everything that the political class hears will come from apparently independent institutes, think tanks, scientists, journalists or civil society. In reality, many of these sources are put in place by the PR industry. The aim is to undermine or marginalise independent journalism, control decision-making, and lastly, mystify and misinform the public. In doing so, PR is bringing about the death of genuine news.

The PR industry has even taken over sections of the media. An early example was the 1995 joint venture between ITN and Burson-Marsteller, one of the most controversial PR firms in the world. Corporate Television Networks, which still exists, was, for a while, based at ITN headquarters, with full access to ITN archives, and made films for Shell and other companies.

PR firms have been busy developing such channels. One venture, pioneered by Brunswick, the secretive PR firm whose former CEO Stephen Carter recently became Gordon Brown's chief spin adviser, provides what it calls "London's premier business presentation centre". Based in Lincoln's Inn Fields in London, adjoining Brunswick's own offices, the Lincoln Centre, provides a webcasting service for companies such as the private finance initiative firm Atkins and drinks giant Diageo, which are able to make their own uncritical video content that can be published online.

The PR industry is quite open and enthusiastic about the reasons for webcasting. "It avoids the embarrassing howlers that a press conference can create," says one spinner. Citing the 1990s example of "fat cat" Cedric Brown of British Gas being "torn into by journalists" when trapped in a lift, Keren Haynes of Shout! Communications notes that had Brown "been at the other end of a webcast, such a situation would never have happened". This kind of total message control has emerged alongside the provision to news outlets of broadcast-quality clips, made uncritically and sometimes used by broadcasters without attribution.

Blurring the lines between spin and journalism even further is Editorial Intelligence, launched by Julia Hobsbawm in 2006. "PR has nothing to hide," wrote Hobsbawm in 2001. Famous for what she terms "Integrity PR", Hobsbawm claimed that "with the exception of the mutually beneficial 'off the record' quote, PR is transparent". In reality, PR and lobbying are anything but. They often depend heavily on subterranean activity.

Editorial Intelligence came in for some criticism in the mainstream press. Alluding to its strapline - "Where PR meets journalism" - Christina Odone wrote in *The Guardian*: "PR

meets journalism in Caribbean freebies, shameless back-scratching and undeclared interests. A link to a PR firm should spell professional suicide for a journalist, rather than a place on a highfalutin advisory board."

In the US, the integration of journalism and PR is further advanced, and a recent trend has been labelled "journ-lobbying". Tech Central Station, a Washington-based project pioneered by the journalist James Glassman, is a cross between a website and a magazine that acts like a lobbying company. The DCI Group, a prominent Washington lobbying firm, not only publishes the site, it shares most of the same owners, staff and offices. As Nicholas Confessore notes in *Washington Monthly*: "The new game is to dominate the entire intellectual environment in which officials make policy decisions, which means funding everything from think tanks to phoney grassroots pressure groups." The wider project of the PR industry is to do away with independent journalism while maintaining the appearance of independent media. The only solution, in our view, is to separate journalism from PR and ensure that lobbying firms must disclose their clients and how much they are paid for their work.

Historical Overview of Public Relations

Public relations have vital value in any organization; communication is the key for success and public relations is its blood life. The main goal of a public relations department is to enhance a company's reputation that's why public relation department is compulsory for all organizations.

The role of public relations practitioners was not just to serve their clients, but also society at large. Following on this premise, public relations, indeed, could have filled, to a certain extent, the information and communication void that appeared as a result of the loss of community. Nevertheless, a brief overview of the history of public relations will clearly demonstrate that public relations filled this void with persuasive communication and favorable information on behalf of a client, and that the primary purpose of the field in practice was and, arguably, still is, influencing public opinion through the use of mass media.

Although historians and authors of textbooks sometimes trace the roots of the profession to the 17th century, when press a gentry was used to promote settlements on the East Coast of America, most scholars agree that public relations appeared as a profession in the late 1800s. "Business people began asking themselves whether traditional policies of secrecy were really the wisest course. If publicity was being used so effectively to attack business, why could it not be used equally well to explain and defend it?"

Ledingham and Bruning (2000) agree that the field began to emerge as a powerful corporate tool in the early 20th century. Industrial and business leaders sought to prevent governmental interference by hiring experts in public relations to shape public opinion through the use of mass media. These experts were usually journalists - often referred to as "journalists in residence" - who provided advice on ways to get an organization's name in the press. In his analysis of the concept of public opinion, pointed out that leaders in business and politics were "compelled often to choose even at the best between the equally cogent though conflicting ideals of safety for the institution and candor to [their] public," and had to decide what facts and in what setting would be made available to the public. The underlying reason for the existence of the press agent, or public relations, was the knowledge of how to create consent.

The enormous discretion as to what facts and what impressions shall be reported is steadily convincing every organized group of people that whether it wishes to secure publicity or

avoid it, the exercise of discretion cannot be left to the reporter.

It is safer to hire a press agent who stands between the group and the newspapers.

Many of the direct channels to news have been closed and the information for the public is first filtered thru publicity agents. The great corporations have them, the banks have them, the railroads have them, all the organizations of business and of social and political activity have them, and they are the media through which news comes.

"The publicity man" made his own choice of facts for the newspapers to print, thus saving the reporter much trouble by presenting him a clear picture of a situation. Yet, that picture was "the one he [wished] the public to see."

He [was] a censor and propagandist, responsible only to his employers, and to the whole truth responsible only as it accords with the employer's conception of his own interests."

Grunig and Hunt (1984), in their influential theory of four models of public relations, which traces the evolution of public relations from a one-way asymmetrical to a two-way symmetrical communication model, offered a slightly different viewpoint, describing the early practice of public relations, also known as "the public be fooled" (Goldman, as cited in Grunig & Grunig, 1992, p. 286), as press-agentry/publicity, or a one-way asymmetrical model, which implies unbalanced, one-way communication between the organization and its audience. Grunig and Grunig (1992) considered the practice of hiring a "journalist in residence" to be the next stage in the development of public relations, which is the public information model. They noted, that although these journalists, hired as public relations counsel, included only favorable information in their handouts, the information was generally truthful. (p. 288) However, Ledingham and Bruning (2000) argued that "the dominance of the field ... by former journalists reinforced the notion of manipulation of the mass media and generating favorable publicity as the central focus of public relations practice." quotes an early practitioner: "I was in the publicity business. I was a press agent. Very simply, my job was to get the client's name in the paper."

Thus, it is reasonable to conclude that the goal of early public relations was influencing public opinion through the use of mass media.

Beginning with the Creel Committee during World War I public relations practitioners began to incorporate into their work behavioral and social sciences; "the foremost of these practitioners was Edward Bernays."

The approach was based on gathering information about the organization's target audience and applying it to achieve the organization's communication goals. Bernays's definition of public relations stated that "public relations is an attempt, by information, persuasion, and adjustment, to engineer public support for an activity, case, movement or institution." (Bernays, 1955, pp. 3-4) The theories of this approach introduced by Bernays were based on propaganda, persuasion and "engineering of consent" – which, again, can be described as manipulation of public opinion through the use of mass media.

The two-way symmetrical model, proposed by Grunig and Grunig (1992) implies the use of research to gather information about the organization's publics to facilitate understanding and communication rather than to identify messages most likely to persuade or motivate publics. In this model, understanding, rather than persuasion, is the principal objective of public relations.

That today's public relation is still focused primarily on media relations and publicity.

That public relations was most commonly practiced today as persuasive communication to obtain a vested goal on behalf of a client. Ledingham and Bruning (2000) observed that, although some scholars argue that the role of "journalist in residence" has been replaced by that

of the "expert prescriber" – a public relations counselor who advises the client on matters of public policy in reality, organizations "still view public relations primarily as a means of generating favorable publicity. Their rationale for public relations is found not in the management of reciprocal relationships between an organization and its publics, but rather in 'the credibility attached to information that has been examined by reporters through third party endorsement by the media.'"

Finally, Grunig and Grunig (1992) discovered that, contrary to their expectations, press-agentry – the first model of public relations – was still the most common form of public relations in practice. Thus, it is easy to conclude that, despite the existence of theories, according to which the profession is based on two-way communication and mutual understanding, in practice, public relations, rather than restoring community, is still, to a large degree, centered on influencing public opinion through the use of mass media.

Purpose of PR.

- **Publicity** as the purpose of PR refers to viewing PR as one-way communication only, i.e. obtaining (free) space in the media for clients at any cost (even if not the truth). In the publicity era, PR was used for propaganda purposes, often ignoring the truth. Certain information, usually one sided, was fed to the stakeholders to believe what is being said. Hutton (1992:2) describes this era in the history of PR as "the public be fooled" or "the public be damned".
- **Public Information** as the purpose of PR also refers to viewing PR as one-way communication, specifically organizations spewing forth information to their stakeholders and other interested parties. However, in contrast to publicity, the information in this case was mostly true. Ivy Lee can be regarded as the father of the public information era, respected for his open journalism and straightforward style with the public – which differed from many of the press agents/publicists who were not very careful about reporting the truth PR was seen as steering the dissemination of information about the organization's plans and decisions, not necessarily with persuasive intent. PR practitioner in this era as a 'journalist-in-residence'. Hutton (1999:2) describes this period in the evolution of PR as "the public be informed".
- **Two-way Asymmetrical communication (manipulation)** as the purpose of PR refers to a world-view where organizations persuade their stakeholders towards organizational beliefs and strategies. Although persuasion is based on two-way communication and conducting research amongst organizational stakeholders, the research is done to better understand stakeholders so that they could be persuaded to the views of the organization. Utilizing persuasive techniques that foster one point of view, namely the perspective of the organization, is known as the two-way asymmetrical or persuasion era. In this era, the purpose of PR was seen to be scientific persuasion, promoting the organization's plans and decisions to stakeholders so that they could accept the organization's view on relevant issues. This would ultimately lead to stakeholders forming a particular impression of the organization and behaving in a way that supports the organization (J Grunig & Hunt, 1984:22). Hutton (1999:2) describes this era as "the public be manipulated".
- **Two-way Symmetrical communication** as the purpose of PR refers to two-way communication between an organization and its stakeholders. In this view, communication is a dialogical process that takes place between an organization and its

stakeholders in order to create mutual understanding whilst building and/or maintaining harmonious relationships. In this world-view, interactivity between the organization and its stakeholders is a major assumption. In the era of mutual understanding (two-way symmetrical communication), PR practitioners serve as mediators between the organization and its stakeholders. Theories of communication rather than theories of persuasion are used for the planning and evaluation of PR programmes. Based on communication theories, PR is viewed as a dialogical process where interactivity, participation, mutual understanding and relationship building are paramount. Van Ruler and Vercie (2003:9) refer to this era as the dialogue model, where PR is seen as the facilitation of dialogic interaction between the organization and its stakeholders. Hutton (1999:2) describes this era as "the public be involved or accommodated".

- o **Reflection** as the purpose of PR refers to PR practitioners providing organizational managers with a societal or public view of the organization. This is done so that the organization can come to a form of self-understanding in relation to the environment, become more self-aware of how and why organizations need to operate in a particular manner by taking cognizance of the world-views, values, norms and expectations of the society in which they operate. Organizational policies and decisions must then be adapted accordingly. Organizations of today have to follow a triple bottom line approach, namely focusing on social and environmental responsibility, in addition to economic profitability. Assisting organizations to reflect on their social responsibility (which is a precondition for obtaining trust and legitimacy in the eyes of society) is a new purpose for PR. This heralds a new era in the evolution of PR, described as "the public sphere bestowing legitimacy upon organizations, providing them with the license to operate".

Responsibilities

There are a number of fields that require the services of a Public Relations Officer, which makes this career very interesting. Some of the fields are:

1. **Corporate Sector** - shows that there is more to a particular organization than merely making money; the activities and attitudes are portrayed as being beneficial and friendly towards the public.
2. **Government** - deals with informing the public about the government's schemes and activities and showing the overall benefit of these projects to society at large.
3. **Pressure Groups/Causes/Lobbies** - This is possibly the most difficult area to work in, but the most fulfilling since it deals with particular groups of society or organizations that have been built with a cause to improve society in some way or the other. It is a relatively new area in India and demands dedication and extensive knowledge about the cause being fought for such as child labor, women's issues, the environment, political ideology and so on. The work involves making the public aware of the issues through public programmes, fund-raising, charity shows, so that people are inspired to change and in-turn help convince the policy-makers.
4. **Products** - involves creating a good image of the product before it is launched to ensure that consumers, retailers, distributors are enticed by it.
5. **Public Personalities** - This is probably the most glamorous of all the PR jobs since it deals with building and enhancing an image of well-known people such as politicians, sports people, musicians, actors/ actresses, writers etc.

6. **Public Sector** - aims to show and prove to the policy-makers and common person that the public money is being spent in a worthwhile manner.
7. **Schemes/ Projects** - this involves informing the community being catered to or the organization's employees about new schemes to reduce their apprehension towards change, answer any queries and show the overall benefit of these projects.
8. **Tourism/Hospitality Industry** - quite an important field since the image projected will determine or influence people's attitudes.

Training:

Public Relations Officers are usually university graduates. A few universities offer degree courses in Public Relations.

Graduates in other areas such as social sciences are employed by Public Relations Department.

All newcomers to the profession are trainees doing on-the-job training. However, at some junior positions, certificates or diplomas in Communications are acceptable qualifications.

Opportunities:

Public relations officers work for a variety of organizations such as large industrial or commercial firms, tertiary institutions, industry groups, retail outlets, financial institutions, charitable organizations and insurance firms.

There is strong competition for any positions offered in this field, but people with experience or formal educational qualifications are generally in demand.

Public Relations in Pakistan

A systematic practice of public relations in South Asia began with the Indian Railways in the 1920s. They utilized public relation activities such as exhibitions, festivals and advertising in newspapers, both in India and England, to attract tourists to India.

In a democracy like Pakistan, you will agree that popular support is required for the government to exist. The government therefore has to inform, motivate, change the attitude and finally seek support from the public to achieve its objectives.

Let us find out why it is essential for the government to keep the public informed about its plans and programmes and how this is achieved. During the First World War (1914-1918), the Government of British India set up a Central Publicity Board. This was the first organized PR/Information set-up of the Government of British India. It was renamed as Central Bureau of Information, and afterwards renamed as Bureau of Public Information, and functioned as a link between the Government and the Press. One of the items on its agenda was to find out where the action of the Government was criticized. In today's parlance, we call it "feedback".

After Independence, in 1947, the Government of Pakistan set up the Ministry of Information and Broadcasting, employing professionals to look after the function of public relations.

A public relations professional build and shape the image of an Organization, department or corporation. A public relation professional is responsible to initiate positive publicity for their customer. If the client is a government the PR people are called press secretaries or public relation officers. When Public relations people work for a company in the private sector, they handle consumer relations. Many PR people switched to marketing and advertising field.

Nature and Working Environment

Professionals working in the field of Advertising, marketing, promotions, public relations, and sales, harmonize their companies' market research, strategy, sales, advertising, promotion, pricing, product development, and public relations activities. These professionals

work in offices near to those of top executives. They work in pressure and are expected to meet the deadlines and goals. These managers may travel to the offices of various dealers and distributors. Advertising and promotions managers may travel to meet with clients. Public relations managers travel to meet with special-interest groups or government officials. Long hours, including evenings and weekends are common. Advertising, marketing, and public relations managers have to work for more than 40 hours a week at times.

Qualifications and Experienced

Employers prefer a wide range of educational backgrounds with experience in related occupations.

For marketing and sales management positions, a bachelor's or master's degree in business administration with an emphasis on marketing is preferred. For advertising management positions, a bachelor's degree in advertising or journalism is preferred.

For public relations management positions, a bachelor's or master's degree in public relations or journalism is preferred.

Computer skills and the ability to communicate in a foreign language prove very useful in these fields.

Characteristics of the Professionals:

Should be mature, creative, highly motivated, resistant to stress, flexible, good judgment, and exceptional ability to establish and maintain effective personal relationships with supervisory and professional staff members and client firms.

Certification and Advancement

Some associations offer certification programs for these managers. Certification—an indication of competence and achievement—is particularly important in a competitive job market. Advertising, marketing, promotions, public relations, and sales managers often are key candidates for advancement to the highest ranks.

Public Relations Jobs Opportunities

Average job growth but keen competition is projected for these highly in demand jobs. Job prospects of advertising, marketing, promotions, public relations, and sales managers are projected to be increases in the future. Graduates with related experience, a high level of creativity, and strong communication skills should have the best job opportunities.

Public Relation Courses and Degree Programmes

Universities / colleges in Pakistan offered bachelor and Master degree programmes for those who want to choose Advertising, marketing, promotions, public relations, and sales as career.

Competition is the mother of invention - and is the driving factor in Pakistan's recognition of public relations as an integral part of the communications strategies of many businesses. Until a few years ago, public relations was still in its infancy and, beyond the securing of an article in the mainstream press, the understanding of PR's capabilities was extremely limited. This lack of understanding, coupled with the handful of media channels - with whom PR practitioners could engage - one TV station, a few major newspapers and an advertisers' monopoly - meant that the whole communications arena was fairly primitive.

Pakistan then witnessed a boom in the telecoms and media industries. The region became a hotspot for foreign investment and, at last, the talents and expertise of the PR practitioner became recognized in a highly competitive marketing environment. The Pakistani consumer,

once used to watching only the one TV channel, was presented with a variety of local, foreign and dedicated Indian channels - all competing for their attention. Despite this growth in media, the news channels today still take centre stage. The sheer volume of news channels over those of entertainment is worth noting, with 45+ news channels, contrasting sharply with approximately nine entertainment channels and only four music/youth channels (aired locally). This boom is not just in TV broadcast media, as a number of FM channels have launched and - in stark contrast again to the Western markets and their decline in newspapers, their profitability and readership - media moguls in Pakistan seem to know no bounds as they launch one new publication after another.

Given that this crowded media environment has led to fierce competition, companies have become more receptive to creative and innovative solutions in support of their brands and to attract and grow their share of target audience(s). PR professionals in Pakistan have seized on these opportunities and, similarly, companies are increasingly appreciating the value and cost-effectiveness of public relations as a discipline, compared with the more traditional marketing and advertising available to them.

One of the successful tools in the communications mix in our market - and in terms of brand results - has been celebrity endorsement utilizing PR. Pepsi, for example, was one of the first here to embark on this approach and had a great campaign with leading cricketers.

In 2005, Telenor launched in Pakistan and collaborated with Ali Zafar, which proved to be a successful enterprise. Mr Zafar had just launched himself as a singer at that time, with having previously done modeling and acting. With his bubbly character and charming boyish looks, Ali became the darling of the press and this fervor and publicity of celebrity helped the brand attract significant attention.

With the right endorsements, such tactics continue to have positive impact in the Pakistan market, but it is important to note that PR here has moved beyond simply celebrities and mundane media relations to pitch stories to journalists. Public relations now involves building thought leadership, social media engagement, content development, internal company communications, strategic counsel and many more aspects of corporate communications.

Companies are best served by communications that are integrated, creative and cost-effective and aim to build long-term relationships with the target audiences. PR professionals are at the forefront of delivering such value, and the best of us are committed to being informed on and providing our clients with the most capable - and most innovative - communications tools and technologies available. The world of new media - and the application of online and social media PR - is being recognized as a high-growth environment and is a vital channel for building audiences and market share. It presents to companies of all kinds a challenging and exciting environment and, whether your organization is public or private, an NGO, government department or professional body, it cannot - must not - be ignored.

Public Relations of Private Sector

In Pakistan, PR in private sector is still in its infancy. Most of the medium and small-size business/trade/industrial companies do not have a well-defined PR programme. Wherever PR outfits exist emphasis seems to be on cheap publicity and fostering friendship with the representatives of the media. PR officials of some companies also get commercial films prepared, release advertisements to the friendly newspapers/journals and print leaflets, booklets, brochures, annual reports and house journals etc. However, PR staff in the private-sector generally seems reluctant to adopt, innovative and/or psychological approach which can yield better and quicker

results. Some PROs are incapable of clearly determining the PR needs and goals of their organization and recommend steps in carrying out the project. However, one learner only through experience and gradually acquires maturity in counseling/management.

The managements of some organizations think that the sole job of a PR person is to project 'the boss' or to do some odd jobs for him or the company. They think that like other modern outfits, it is prestigious to have a PRO but seem reluctant to assign him/her any meaningful role in the organization. Generally, people working as PROs in the private sector are not qualified or trained for those positions and anyone who is found redundant in the organization is given this position. Despite lack of interest, future of public relations in the private sector is quite bright.

Managements now fully realize that in this era of severe competition an organization must not only be efficient but its efficiency should also be recognized by the intended publics. It is also now acknowledged that PR is important not only to the business but also to the government which comes to power and remains at the helm of affairs until it enjoys popular support. Hence, both the government and the enlightened industrial/commercial organizations try to keep the public opinion in their favor by launching suitable programmes of public relations aimed at convincing the people that their motto is larger good or welfare of the people and that their programmes/policies and products are better than those of their competitors.

Resultantly, the importance of PR practitioners, both in the public and the private sector, has also increased in Pakistan. The day is not far when all big Organizations in Pakistan will have a strong and efficient PR pregame manned by person's quite senior in the hierarchy, as is the case in the developed countries.

From an international perspective, what are the PR challenges for Pakistan today?

Pakistan has been depicted in the global media as a failed state with an unstable government, as a country riddled with corruption and suffering from constant societal strife. Having been tarred with that broad brush, overcoming such a pervasively negative national brand is by far the #1 public relations challenge for the country.

What role do PR agencies play in improving, helping to improve tarnished reputations of countries like Pakistan?

PR has always been about building public relationships using social networking and so today's digital communication methods provide the opportunity to create communities of shared interest around a country brand, inspired by stories and informed by content to adopt new beliefs which – over time – will change behaviors (such as investment, tourism, etc.).

Who are the important players in managing PR for countries – in this case Pakistan, on a global level?

In the past, conventional large international marketing services networks dominated these sort of assignments, but social media has shaken up the situation. Management consultancies are now jumping into PR advisory services with great gusto as well as many global law firms and they are known to take on national communication assignments.

How can Pakistan hope to build a positive image despite the many negative attitudes attached to the state?

Capitalizing on the 'cognitive dissonance' between the reality and the perception of Pakistan should create some opportunities for change. Where things are more positive than

the 'conventional wisdom' would have us believe, or in areas where improvement and progress are visibly evident, there will be communication opportunities. Rather than pretending that there are no problems, Pakistan's challenges can be acknowledged honestly and transparently – and being candid will make the more positive claims much more credible.

What role can local traditional media play in improving Pakistan's image globally?

Pakistan's local media can be more of an 'on-ramp' for globally projected news and feature story content produced right from the source and fed directly to an overseas target audience. Major international media outlets by their very nature are edited to cover only the biggest stories from any country, and in Pakistan's case the lead stories are often the worst ones for the national image.

There are probably many 'good news' stories in the second tier of everyday news flow which could be packaged and purposed for a worldwide audience. The major media outlets of any country can create a Facebook page or Twitter feed to build communities of interest and directly program content which is designed to be shared across multiple platforms.

The world has learned about Pakistan's problems from the international media so it stands to reason that it could also learn more about the good things that are happening from the same sources. It is important to realize that there is no such thing as some monolithic 'global media machine' that has just one voice or a single point of view.

The international media consists of individual journalists and organizations which bring diverse agendas and predilections to the table.

The global media is also changing it is not just about BBC and CNN and Reuters anymore (if it ever was). We see formerly 'regional' players going for global audiences, from Al Jazeera to RT to Xinhua.

Pakistan has a relatively compact but rapidly developing PR industry making the transition from analogue press relations to new digital forms of social media marketing. Public relations profession is poised for explosive growth and there are many interesting new firms joining the fray in addition to some of the more conventional old-line consultancies. Digital is driving PR forward fast in Pakistan and what's most exciting is that we are still in the early days.

The Pakistan market presents a treasure trove of opportunities for broad-spectrum PR practice. Compared to countries where print is moribund, in Pakistan it is relatively healthy. Radio and TV media remain reasonably robust. Social media is going through the roof and that will change everything as any company can now be a media company building its own communities, telling its own stories, deepening its own relationships.

How can Pakistan's PR Industry evolve to Compete with Global Players?

Social media has leveled the playing field and the opportunities are enormous. The most daunting obstacle to Pakistan's PR progress is the people of the industry thinking "Self-confidence aided by the action-oriented entrepreneurial zeal of Pakistan's PR practitioners should travel well."

Now, there is a definite skills gap between Pakistan and the most developed PR economies, but training and experience will bridge that almost overnight.

Mediators

Mediators was established in 1988 at Karachi, Pakistan as the first Public Relations & Communications Consultancy in Pakistan by Babar Ayaz, a professional journalist. Since that

time the agency has been working with top multinational & local firms of the country. Today, Mediators has transformed into a Group of Companies and has become a full service agency with capabilities in all communications disciplines, offering a full-spectrum of perception management, image building & communication services.

CMC (Pvt). Ltd

CMC (Pvt). Ltd. is one of Pakistan's leading image marketing and communication agencies and Ketchum's exclusive affiliate in Pakistan. Ketchum ranks among the largest global public relations agencies, operating in more than 65 countries.

CMC maintains offices in Karachi and Islamabad that offer a full portfolio of public relations, community development, strategic counseling, crisis management, government lobbying, media management, behavioral change communication and public policy services.

It is the only PR agency in Pakistan with equally strong advertising and publishing wings. Leveraging the power of its comprehensive range of capabilities, CMC serves a roster of some of the world's leading companies, including Nestlé, Procter & Gamble, Microsoft, Emirates Airlines, ICI, British High Commission, Barclays, Dubai Islamic Bank, IMC (Toyota), Sanofi NCR, Teradata, PSO, KESC, among others.

Asiatic Public Relations Network (Private) Limited

Asiatic Public Relations Network (Private) Limited – APR – grew out of being a small department mainly dealing with the media within Asiatic Advertising (now JWT Pakistan) founded in 1963, into an independent PR company in 1992.

Since then the Company has grown steadily into becoming one of the leading communications and public relations agencies in Pakistan, affiliated internationally with Hill & Knowlton. APR is a specialized public relations firm with a blue-chip clientele and a proven capability. Agency head office is located in Karachi. Other offices are in Lahore and Islamabad.

Basic Methods of PR

Press release, Press note, Press conference

Press Release

The term press release is generally used for releases covering news. The press release should contain worthwhile material which has some news value. It will not only mean unnecessary expenditure but will also damage the reputation of the concerned Publicity Information Department if the release is based on a very trivial matter.

A press release should be written in journalistic style. It should provide facts of information of interest to the readers and should attempt to cover all aspects of a specific subject. There should not be any loose end. The press release should be on a current subject or which is news. The release should not be generally lengthy. It should be concise and to the point. It has no much scope for subsidiary or background material. The release should be a piece of clear writing without any ambiguity, without any effort towards color or ornamentation. The drafting should be done in a manner that if the last paragraphs are deleted by the newspaper, no damage is done to the news story in the press release.

The introduction or lead should be in a summary format as we have in a news story. The relative value of the various ingredients of the subject in the press release are weighed and evaluated and the most pertinent portion of them are included in the lead.

The releases should have a consistent format. Generally, the name of the organization from where the release emanates, is given on the top. The date and place are indicated on the right side. The release should have a title and a sub-title also, if necessary. It should have

suitable introductory paragraph. In the case of releases from non-official organizations, it is also desirable to mention the designation of the person issuing the release and his telephone number.

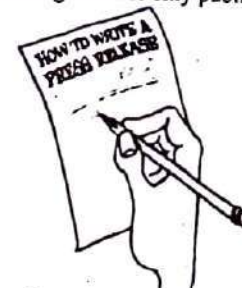
A *press statement* is information supplied to reporters. This is an official announcement or account of a news story that is specially prepared and issued to newspapers and other news media for them to make known to the public.

Definition: A public relations announcement issued to the news media and other targeted publications for the purpose of letting the public know of company developments

Technically, anything deliberately sent to a reporter or media source is considered a press release: it is information released by the act of being sent to the media. However, public relations professionals often follow a standard format that they believe is efficient and increases their odds of getting the publicity they desire. The format is supposed to help journalists separate press releases from other PR communication methods, such as pitch letters or media advisories. Some of these common structural elements include:

- o **Headline** — used to grab the attention of journalists and briefly summarize the news.
- o **Dateline** — contains the release date and usually the originating city of the press release. If the date listed is after the date that the information was actually sent to the media, then the sender is requesting a news embargo, which journalists are under no obligation to honor.
- o **Introduction** — first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.
- o **Body** — further explanation, statistics, background, or other details relevant to the news.
- o **Boilerplate** — generally a short "about" section, providing independent background on the issuing company, organization, or individual.
- o **Media contact information** — name, phone number, email address, mailing address, or other contact information for the PR or other media relations contact person.

As the Internet has assumed growing prominence in the news cycle, press release writing styles have necessarily evolved. Editors of online newsletters, for instance, often lack the staff to convert traditional press release prose into more readable, print-ready copy. Today's press releases are therefore often written as finished articles which deliver more than just bare facts. A stylish, journalistic format along with perhaps a provocative story line and quotes from principals can help ensure wider distribution among Internet-only publications looking for suitable material.



How to Write a Press Release?

"A press release is simply a statement prepared for distribution to the news media announcing something claimed as having news value with the intent of gaining media coverage." A press release consists of following elements:

Headline

The headline is the first single line of text in the press release and tells what the press release is about. It can be a very effective tool to grab the attention of the journalists, so writing from a journalist's perspective is very important. Think what headlines catch your eyes in the newspaper.

The headline should be descriptive but not too long. For the later reason, PRLog limits to 100 characters. The headline should be formatted in title case, that is, each word in the sentence should have first letter capitalized, and rest of the letters in lowercase. Acronyms can be in uppercase.

Summary

The summary lets you build up your chance to sell your press release to the journalist. It is generally a requirement of online press release services. Identify a unique feature about your product or service and then write how it is going to revolutionize the world.

The summary should be a single paragraph with about three to five lines. Beyond 230 characters is too long, so this is the limit for PRLog. All sentences in the summary should be in sentence case, that is, only first letter of a sentence should be capital, and all others should be lowercase. Again, acronyms can be all capital letters.

Body - Dateline

The dateline contains the release date of the press release and usually also the originating city of the press release. For online press release services like PRLog, the date stamp is automatic and should not be entered.

Introduction

The introduction is where the press release body starts. It is the first paragraph in a press release, that generally gives basic answers to the questions of who, what, when, where and why.

Details

The details come after the introduction. It gives further explanation, statistics, background, or other details relevant to the news and also serves to back up whatever claims were made in the introductory paragraph.

The body should be at least 3000 characters or 500 words. PRLog allows you a much higher limit of 8000 characters. The body should have a minimum of two paragraphs. All paragraphs should be ideally between 5 to 8 lines each. There should be a blank line after each paragraph for good visibility.

About

The about section is also called the "boilerplate" as it used over and over again. It is generally a short section providing background information on the press release issuing company or organization.

Media Contact Information

This section contains the contact information like name, phone number, email address, mailing address, etc., for the media relations contact person. For good credibility, the email address should be the same as the organization the press release is about. For example, if the press release is about an organization with a website called abcd.com, then the email address should be email_address@xyz.com.

Press Release Writing - Tips to Write a Press Release

- 1) **Start strong:** Your title and initial lines should briefly and directly convey what you want to say. Include the "who, what, where, when and why" in the lead of your press

release. The remaining part of your press release should include supporting facts and examples.

- 2) **Make it easy for the media:** Some media agencies and journalists will grab your press release and carry it in their publications with slight editing or no alteration. But even if it's not used word for word, journalists may use it as fodder for other stories or to create their own story ideas. The more information and details you include, the less work the media has to do.
- 3) **Think like the reader:** Your press release should be able to keep the reader's interest. Put yourself in the reader's shoes. Would you want to read your press release?
- 4) **Make it relevant:** Try to point out real examples to support the message you want to communicate. Show why your information is important and how it benefits the reader. If your release isn't newsworthy, don't expect anyone to read it.
- 5) **Support your story with real facts:** Facts make your point stronger and tell the journalist you've already done much of the research for them. If you pull facts from other sources, make sure you attribute them. Avoid fluff and add-ons. And never make anything up. If content seems too good to be true, tone it down or you could hurt your credibility.
- 6) **Be concise:** Avoid using superfluous adjectives, extravagant language, or unnecessary clichés. Get to the point and tell your story as directly as possible.
- 7) **Avoid industry jargon:** The harder your press release is to understand for journalists and laymen, the less likely it is to be picked up. A limited use of industry terminology is ok, if you're trying to optimize the news release for internet search engines.
- 8) **Avoid exclamation points:** The use of exclamation points may hurt your credibility by creating unnecessary hype. However, if you have to use an exclamation point, use only one! Not several!!!
- 9) **Get permission:** Companies can be defensive about their name and image. Get written permission before including information or quotes from officials or associates of other companies/organizations.
- 10) **Include company information:** The press release should conclude with a short description of your company, including where your company is based, what products and service it provides and a brief history. If you are creating a press release for more than one company, provide information for all the companies at the end of the release. Also include contact information, both phone number and e-mail, for each company's spokesperson.

The press releases covering news in the case of government are mainly of four types—Press Communiqué, Press Notes, Hand-outs, and Unofficial Hand-outs.

The press communiqué

The press communiqué are issued when some important government decisions or announcements are made, such as cabinet appointments, conclusion of the foreign dignitaries' visit, international agreements, etc. The press communiqué is formal in character. It carries the name of the Ministry or Department and place and date at the bottom left hand corner of the press release. Generally, the press is expected to reproduce the press communiqué without any substantial change. No heading or sub-heading is given.

Press notes

The second category of press release is press notes. The press notes are less formal in

character. These are also issued on important official matters, e.g., raising or lowering of tariff rates, etc. The press note also carries the name of the Ministry or Department and place and date at the bottom left-hand corner. Headings or sub-headings are given in press notes. Unlike the press communiqué, the newspapers can edit or condense the press note. Both the press communiqué and the press note are the responsibility of the government department and not that of the Press Information Department (PID), the government departments which deal with the press on behalf of all ministries and departments of the Government of Pakistan, nor that of the Federal Directorates of Public Relations/Information, which deal with the State government departments.

Press Conference

A news conference or press conference is a media event in which newsmakers invite journalists to hear them speak and, most often, ask questions. A **joint press conference** instead is held between two or more talking sides.

Generally, there are two types of press conferences - reactive and proactive. Reactive press conferences respond to breaking news, and proactive ones are done at your initiative to create or announce a story. It is important to make sure you have "news" to deliver. Otherwise, you risk damaging your reputation as a credible news source.

In a news conference, one or more speakers may make a statement, which may be followed by questions from reporters. Sometimes only questioning occurs; sometimes there is a statement with no questions permitted.

A media event at which no statements are made, and no questions allowed, is called a **photo opportunity**. A government may wish to open their proceedings for the media to witness events, such as the passing of a piece of legislation from the government in parliament to the senate, via a media availability.

Television stations and networks especially value news conferences: because today's TV news programs air for hours at a time, or even continuously, assignment editors have a steady appetite for ever-larger quantities of footage.

News conferences are often held by politicians (such as the President of the Pakistan); by sports teams; by celebrities or film studios; by commercial organizations to promote products; by attorneys to promote lawsuits; and by almost anyone who finds benefit in the free publicity afforded by media coverage. Some people, including many police chiefs, hold news conferences reluctantly in order to avoid dealing with reporters individually.

A news conference is often announced by sending an advisory or news release to assignment editors, preferably well in advance. Sometimes they are held spontaneously when several reporters gather around a newsmaker.

News conferences can be held just about anywhere, in settings as formal as the White House room set aside for the purpose to as informal as the street in front of a crime scene. Hotel conference rooms and courthouses are often used for news conferences.

Press Videoconferencing

Press videoconferencing is the process and concept of organizing an international press conference using videoconferencing (a form of teleconference) over the Internet.

This concept was developed in October 2007 by WEBO conference a videoconferencing service provider and the PanAfrican Press Association (APPA) to allow African journalists to participate in international press conference on the subject of development and good governance.

Journalists can participate to an International press conference from anywhere without leaving their offices or their countries. They just need to seat in front of a computer connected to the Internet and ask their questions to the speaker by using a microphone or the tchat.

In 2008, the press videoconference service of the African Press Organization was used by the United-Nations Secretary General, Jean-Marie GUEHENNO by General Director for Development of the European Commission the President of the African Parliament, by the Head of communications of the African Development Bank the Secretary General of the International Telecommunication Union, by the United-Nation Special Reporter on contemporary forms of racism, the African Director of the United-Nations for the development (PNUD), by the United-Nation speaker for the Bureau of Humanitarian Affairs in Tchad, the African Bureau of the International Monetary Fund (IMF) or by the United-Nations Official Representative for childs (UNICEF) in Tchad.

In February 2009, the African Press Organization's Secretary-General, Nicolas Pompiagne-Mognard, has declared that his Non-Governmental Organization was anticipating a significant increase in demands for international press videoconference because of the global crisis which limit journalists in their ability to find time and resources to travel.

Press Ethics Code of Pakistani Journalists

Freedom of information and the Press is a fundamental human right and is a touchstone of all the freedoms consecrated in the Charter of the United Nations as proclaimed in the Universal Declaration of Human Rights; and it is essential to the promotion and to the preservation of peace.

And believing that it is necessary to observe a voluntary Code of Conduct to ensure its functioning in freedom in the most beneficial manner to society, this general meeting of the Press Consultative Committee, held at Karachi on March 17, 1972, decides to adopt the principles of the Codes as herein set forth.

- 1) The profession of journalism, which is a public institution should not be used as an instrument to serve anti-social ends, or interests which are not compatible with this profession, nor should it be used to the detriment of national and public interest.
- 2) The following are to be avoided in any form of publication, such as articles, news items, photographs and advertisements:
 - o Immorality or obscenity.
 - o Vulgar and derogatory expressions against individuals, institutions or groups.
 - o Libelous or false allegations against individuals, institutions, newspapers or publications.
 - o Religious sectarianism; arousing one sect against another. e. Glamorization of crime.
- 1) The right of the individual to protection of his reputation and integrity must be respected and exposure of a comment on the private lives of individuals must be avoided unless this is imperatively in the public interest.
- 2) Presentation of news items and comments on events should be fair and objective and there should be no willful departure from facts.
- 3) Headlines should not materially distort the contents of the news.
- 4) Off-the-record briefings should not be published.
- 5) The journalist should be entitled to protect his sources of information and respect confidence placed in him.
- 6) Embargoes on release dates of news, articles and pictures, should be rigorously observed.

- 7) All paid commercial announcements or advertisements should be published in such a way as to leave no doubt that they actually are paid commercial announcements or advertisements.
- 8) Justified corrections or denials sent as a result of any incorrect information published by newspapers, periodicals or news agencies should be published within the shortest possible period of time so as to effectively eliminate the impression created by the original publication which necessitated the issuance of a correction or denial.
- 9) The press shall not publish news or comment, photographs or advertisements which may undermine the security of the state or the solidarity of the nation.
- 10) The press shall refrain from publishing anything likely to undermine the loyalty and allegiance of the Armed Forces of Pakistan.
- 11) The press shall not publish anything apt to create ill-will between different sections of the people, but it shall not be construed to preclude legitimate airing of grievances.
- 12) In reporting proceedings of the National and Provincial Assemblies, such portions of the proceedings as the Speaker may have ordered to be expunged from the records of the Assembly shall not be published and every effort shall be made to give the readers a fair report of what has been said by all sections of the House.
- 13) In dealing with any situation, the press shall restrict itself to factual reporting of events without in any way encouraging or providing any form of disturbance.
- 14) No newspaper shall accept in any form or shape any financial and pecuniary advantage or obligations from or on behalf of any foreign country or concern.
- 15) The personnel of the Press must never accept any form of bribe or permit personal interest to influence their sense of justice and impartiality.

Chapter

8

Media Laws and Ethics

History of Media Laws in Pakistan

Development of media regulations from British colonial era to independent Pakistan

The First Law Designed to Control the Press in the British Colonial Era

The first law designed to control the press in the subcontinent was made in 1799 by the East India Company, afraid that the stories of corruption among its officials would reach London. Little did Company officials know that they were setting a perverse tradition which would be followed and perhaps with greater ruthlessness by the Muslim state that would come into being a century and a half later?

Not content with their colonial heritage, especially the draconian decrees made during World War II, successive governments in Pakistan made laws of their own to muzzle the press, the first such being the Public Safety Act of 1949. What followed then was one law after another, there being little difference between authoritarian and elected governments in devising newer ways to gag the press, impose censorship, close newspapers down, treat journalists as little better than enemy agents and throw them into prison. During the Cold War especially, when Pakistan was America's most allied ally, so to say, the governments thought the movement for press freedom was a communist conspiracy.

There is a mushrooming growth of print and electronic media in Pakistan which provides all sort of social and psychological gratification to the audience. However, this proliferation of media is meaningless, particularly, when there is an absence of access to information, and rules and regulations controlling media freedom. Pakistan's print and electronic media are not pluralistic as they are mostly restricted to the major cities and prominent people. Mostly media contents are related to politicians, political candidates, Ministers, leading federal and provincial officials, alleged and actual violators.

Only 5% coverage relates to the unknown, these are strikers, protestors, victims and rioters. Major topics in the media include, Government conflicts, disagreements, decisions, proposals, and ceremonies; protest, violence, crime, scandal, disaster and investigations. The upper-middle class is over-represented than the middle and lower middle class. Some ethnic groups are portrayed in a stereotypical and prejudiced manner. Most often women are shown in inferior roles, for example, "male is the doctor and female is the nurse." Successive governments

expressed kind words for freedom of the press but often turned their back when things published that irritate the ruling classes and consequently the press is warned.

The Defamation Ordinance

The most stringent of all the press related laws is the Defamation Ordinance. The intention was to make it even tougher but resistance by the press resulted into some respite. It applies to defamatory publications published, orally or by print, broadcast or Internet media, and defines 'defamation' as any wrongful act or publication or circulation of a false statement or representation made orally or in written or visual form which injures the reputation of a person, tends to lower him in the estimation of others or tends to reduce him to ridicule, unjust criticism, dislike, contempt or hatred".

In terms of remedies, Section 9 provides that compensatory damages may be ordered with a minimum of 50,000 Rupees (around US\$900) or three months imprisonment in addition to any special damage that has been incurred by the plaintiff. "Court may also order an apology to be made and published."

The important fact that makes Government dominant on the press self-sufficiency is the 33% of the Government advertisements, which are always used as leverage to control media contents. This leverage has considerably affected the watchdog journalism phenomena in the country. The state run broadcast TV and radio channels act as a propaganda tool of the government and using their domination in terrestrial and national radio frequency. Pakistan's place in the Reporters Sans Frontiers - Annual Worldwide Press Freedom Index, is 152 out of a total of 167 for the year 2007 is disgraceful for a country having nuclear power and population of about 18 hundred million. The press had the status of non-conformist and was inimical in nature in its relations with the foreign rulers before the partition. The relations with the British regime were not like that appeared after the partition; rather the press performed more sacred duties of acting as an agent for freedom. However, after the partition in 1947, the crusading nature of press-government relations changed to adversarial.

In most of the cases, the editors were also the owners of the newspapers and were deeply involved in politics. Examples include Sir Syed Ahmad Khan who owned and edited many newspapers over the years, Moulana Zafar Ali Khan edited and owned daily *Zamindar* and daily *Comrade*, Moulana Muhammad Ali Johar, Moulana Abdul Kalam Azad, Hasrat Mohani and many others edited and owned newspapers, which played a pivotal role in the fight for freedom of Muslims in the sub-continent. From the war of independence in 1857 to the partition in 1947, the government applied all means to gag and control the press.

During this time, the press-government relations had not been friendly and pleasant due to their positions on extreme ends on a continuum. The press as a whole went all out to cultivate opinion against the British rulers and it supported all those movements that were meant to oust the foreign rulers from the sub-continent. Although Hindu press equally suffered the reign of terror by the British government; however, the Muslim newspapers were the main targets of the regime.

The Muslim press sacrificed their freedom for the cause of larger freedom of the country from the despotic rule of British government.

The Major Laws during the British Period:

Tipu Sultan was a friend of the French. The Marathas had won the war against the Nizam. Thus the British tried to maintain a strict control over the Press.

Thus came the earliest regulatory measures in 1799 when Lord Wellesley promulgated the Press Regulations, which imposed press censorship on an infant newspaper publishing industry. What was followed was a set of laws one after another with a single objective, "To suppress and control the Press". A summary:

The British Colonial Rule: Press Laws and Regulations (1799-1947)

1. First Censorship Law (1799)
2. Censorship Law Modifications (1813)
3. Censorship Law Modifications (1813)
4. Regulations for Registration (1823)
5. Metcalfe's Act of 1835 (Registration of the Press Act)
6. New Regulations on Printing Presses (1857)
7. Indian Penal Code (1860)
8. Press and Registration Act 1867
9. Vernacular Press Act (1878)
10. Criminal Procedure Code (1898)
11. Newspapers (Incitement to Offences) Act (1908)
12. Indian Press Act (1910)
13. Official Secrets Act (1923)
14. Indian Press (Emergency Power) (1931)

A Recap of the Major Laws from the Above Ones:

The 1835 Press Act undid most of the repressive features of earlier legislations on the subject. On 18th June 1857, the government passed the 'Gagging Act', which among various other things re-introduced the pre 1835 situation. It introduced compulsory licensing for the owning or running of printing presses; empowered the government to prohibit the publication or circulation of any newspaper, book or other printed material and banned the publication or dissemination of statements or news stories which had a tendency to cause a furor against the government, thereby weakening its authority.

The 1860 Indian Penal Code (IPC) gave the government powers to search and forfeit publications which violated Sections like 124A, 153A or 295A.

Next came the 'Press and Registration of Books Act' in 1867 which continues to remain in force till date. After the criticism of Lord Lytton's role in the second Afghan War by the Indian Press, Governor General Lord Lytton promulgated the 'Vernacular Press Act' of 1878 allowing the government to clamp down on the publication of vernacular language writings deemed seditious and to impose punitive sanctions on printers and publishers who failed to fall in line.

One of the last major Press Law of the British rule came in 1908 when Lord Minto promulgated the 'Newspapers (Incitement to Offences) Act, 1908. It authorized local authorities to take action against the editor of any newspaper that published matter deemed to constitute an incitement to rebellion.

But the most stringent law came in 1923 in the form of the Official Secrets Act (OSA). This prohibited the publication of classified official information. Lots of information vital to the public was withheld from the press in the name of OSA till recently until the RTI was passed.

Press & Registration of Books Act 1867:

During the reign of the British Government in India writing of books and other informative material took a concrete shape and with the advent of printing presses various books on almost all the subjects and periodicals touching every aspect of life started appearing. Thrust on education gave an impetus to this with the result that lot of printed material became available.

Those in the field of writing, publishing and printing gave a thought to organize a system for keeping a record of the publications. The then East India Company was urged to keep a record of the publications. An attempt was made by the authorities to make a collection of the books and other publications emanating from the various printing presses throughout India.

Board of Directors of East India Company issued an instruction that copies of every important and interesting work published in India should be dispatched to England to be deposited in the library of India House. Such an instruction had a slow impact.

A system of voluntary registrations of publications was evolved but it failed. It was found necessary to establish a system of compulsory sale to Government, of three copies of each work in India.

So was brought the Act, the oldest to survive: Press and Registration of Books Act (PRB), 1867.

Since 1867 PRB Act remained the fundamental law governing the rules for the regulation of the publication of newspapers and of having printing presses. Though no license or permission is required for starting and running a newspaper, no paper can be published without complying with the provision of this act. Two conditions are necessary to be fulfilled for publishing a newspaper:

One, the name of the printer, the place of printing and the name of the publisher and place of publication must be legibly printed on every book or newspaper printed/published within India.

Two, a declaration must be made before the district, Presidency or Sub-divisional Magistrate within whose jurisdiction the newspaper is to be published, stating name of the printer and publisher, premises where printing and publishing is conducted, the title, language and periodicity of the newspaper. The printer and publisher either in person or through an authorized agent should make the declaration. If the printer or publisher is not the owner of the paper, the declaration should specify the name of the owner.

Note: Similarly, no printing press can be set without making a relevant declaration.

The act requires that Every time a press is shifted to a new place a fresh declaration is necessary. But if the change of the place is for a period less than 60 days, the new location also falls within the jurisdiction of the same Magistrate, and the keeper of the Press continues to be the same. No fresh declaration need to be made. In that case an intimation regarding the change of place sent within 24 hours will suffice.

But, making a declaration does not automatically pave the way for publishing a newspaper. Publication can be started only after the said Magistrate authenticates the declaration. Every time the title, language or periodicity is changed a fresh declaration must be made. A similarly declaration is necessary as often as the ownership or the place of printing or publication of the newspaper is changed.

However, only a statement furnished to the Magistrate will suffice if the change of place is for a period not exceeding 30 days or if he is by infirmity or otherwise incapable of carrying out his duties for more than 90 days, then a fresh declaration will have to be made.

Note: No person who does not ordinarily reside in India or a minor can file a declaration or edit a newspaper.

If the declaration is made in accordance with the provisions of the law and if no other paper bearing the same or similar title is already in existence in the same language or the same state, then the Magistrate cannot refuse to authenticate the declaration. However, before authentication he must make an inquiry from the Registrar or newspapers for India (RNI) about the existence of such other paper. After authentication the paper must be started within a specific period.

The declaration in respect of a newspaper to be published once a week or more shall be void if it is not commenced within six weeks of the authentication. In case of all other newspapers the time limit for commencing publication is three months.

If in any period of three months, a daily, a tri-weekly, a biweekly or a fortnightly newspaper publishes less than half the number of issues, which it should have published in accordance with the declaration, the newspaper shall cease to publish. A fresh declaration must be filed before it can be started again.

In case of any other newspaper the maximum period of non-publication must not exceed 12 months.

Two copies of each issue of a newspaper and up to three copies of each book must be delivered, in a prescribed manner to the Government free of expense.

The Magistrate can cancel the declaration after giving opportunity to show cause to the person concerned, if the Magistrate is satisfied on the following counts:

- o The newspaper is being published in contravention of the provisions of this Act or rules made under it, or
- o The newspaper bears a title which is the same as, or similar to that of any other newspaper published either in the same language or in the same state, or
- o The printer or publisher has ceased to be so, or
- o The declaration was made on false representation or concealment of any material fact.

The Magistrate's decision can be challenged in an appeal before the Press and Registration Appellate Board comprising a Chairman and another member nominated by the Press Council of India.

Penalties:

If a newspaper (or a book) is printed or published without legibly printing the name of the printer and publisher as also the name of the place of printing/publishing, the printer or publisher can be fined up to two thousand rupees or imprisoned up to six months or punished by both.

The same punishment can be awarded for keeping a press without making declaration or for making false statement or for editing, printing or publishing a newspaper without conforming to the rules. In the last case the Magistrate, may in addition to this punishment also cancel the declaration in respect of the newspaper.

Non-compliance with the requirement regarding the delivery of copies of newspaper will invite a penalty of up to Rs. 30 for each default.

In case of publication of a book, the value of the copies of the book may be charged.

Registrar of Newspaper:

There is a provision for appointment of a Press Registrar by the Government of India for the whole of the country. The Press Registrar maintains a register containing the following particulars of each newspaper:

Title, language, periodicity, name of the editor, printer and publisher, place of printing and publication, average number of pages per week, number of days of publication in the year, average number of copies printed, sold and distributed free, retail selling price per copy, and name and addresses of owners.

The Press Registrar also issues a certificate of registration to the publisher of the newspaper. He does this on receipt of a copy of the declaration from the Magistrate who has authenticated it.

The publisher has to furnish to the Press Registrar an annual statement for the above particulars about his newspaper.

The publisher has to publish all such particulars in the newspaper as may be specified by the Press Registrar. The Rules require the publication in the first issue after the last day of February each year, the name, address, nationality of the editor and publisher, and the name of all those holding one percent or more shares in the newspaper.

The newspaper is also obliged to furnish returns, statistics and other information as the Press Registrar may from time to time require. Non-compliance attracts a fine of five hundred rupees. The Press Registrar has a right of access to record and documents of the newspaper for the purpose of collection of any information about it.

Vernacular Press Act 1878:

Vernacular Press Act 1878 was enacted to curtail the freedom of the Indian-language (i.e., non-English) press. Notably Lord Lytton was being bitterly criticized for the Second Anglo-Afghan War (1878–80). So, he promulgated the act with an aim to prevent the vernacular press from expressing criticism of British policies under him. The act excluded English-language publications. It elicited strong and sustained protests from a wide spectrum of the Indian populace.

It was nicknamed Gagging Act. For the first any Act empowered the govt. to issue search warrants and enter newspaper premises even without court orders. The IPC already gave powers to the govt. to search and forfeit publications which violated Sections like 124A, 153A or 295A. More stringent anti-press laws were enacted in the passage of time, particularly when the freedom movement gained momentum. British govt. wanted to curb the activities of revolutionaries and the right of newspapers to report these. Reporting was closely monitored and comments against govt., were not tolerated.

The law was repealed in 1881 by Lytton's successor as viceroy, Lord Ripon (governed 1880–84). However, the resentment it produced among Indians became one of the catalysts giving rise to India's growing independence movement. Among the act's most vocal critics was the Indian Association (founded 1876), which is generally considered to be one of the precursors of the Indian National Congress (founded 1885).

Later in 1882 due to the efforts of Lord Ripon the Act was repealed in 1882.

Jinnah and the Press

Quaid e Azam Muhammad Ali Jinnah was a lawyer and a constitutionalist. He had a very clear perception of individual's rights and freedom and especially the freedom of the press. He advocated many cases for preserving the press freedom even without any invitation. He always welcome the criticism and disagreement to his point of view and considered it an education. Jinnah backed his view on individual liberties in the following rights,

"I do maintain, and I have drunk deep at the fountains of constitutional law, that a liberty of a man is the dearest thing in the law of any country and it should not be taken away in this fashion".

His ideas regarding the press freedom and responsibility of the press were highly commendable. He expressed his ideas on many occasions. On one of the occasions when he was addressing the Imperial Legislative Council in 1913, he said,

"I believe in criticizing government freely and frankly, but at the same time that it is the duty of every educated man to support the government when the government is right".

Quaid e Azam vehemently criticized the Press Act 1910. He condemned other laws as well which were introduced to curtail the freedom of press. He regarded the parliamentarian as clergymen having no right to investigate the activities of the journalists.

When Pakistan came into being, the press was not quite developed. Lahore was the centre of journalistic activities. Besides, some newspapers were being published from Sialkot, Gujranwala and Karachi. In East Pakistan, Dhahka and Chittagong were the main centres of journalism. The main newspapers were *Pakistan Times*, *Civil and Military Gazette*, *Zamindar*, *Inqilab*, *Ehsan*, *Shahbaz*, *Dawn*, *Nawa-e-Waqt*, *Unjam*, *Morning News* and *Jang* after the independence.

The journalists had idea of their power and responsibilities which was realised by Jinnah just before the independence. He said to the Muslim journalists' gathering in March 1947, "You have great power. You can guide or misguide people. You can make or mar the biggest personalities. The power of the press is really great, but you must remember that this power which you are wielding is a trust.... At the same time I expect you to be completely fearless, if I go wrong or for that matter, the League goes wrong in any direction of its policy or programme, I want you to criticize it honestly as its friend, in fact, as one whose heart is beating with the Muslim nation".

Quaid e Azam took interest in the development of the Muslim press in the Indian sub-continent. Daily *Dawn* and *Manshoor* were published under his supervision. However, he never interfered in the internal affairs of the newspapers, and the fact was admitted by the editors too. In his short life as the Governor General of the newborn country, he never deviated from his principles of fair play and free expression. Whenever any newspaper vomited poisonous thoughts through the articles or editorials, he left it on the other newspapers to make the press accountable for its deeds by portraying the true picture.

He was against the laws imposing restrictions on the fundamental human rights and liberties of the individual and the press. His remarkable stand on the subject becomes evident when we read his statement about the law presented before him for signature curtailing the press freedom:

"All my life I have been fighting against these black laws, now you expect me to sign it. No, I will put my foot down on it".

1947-1958

1. Public Safety Act, 1948
2. APP (Associated Press Pakistan)
3. Security of Pakistan act, 1949
4. Cancellation of declaration

1958-1971

1. Press & Publication Ordinance, 1960

2. Detention of News Editors
3. Press advice system
4. Central Press Constable Council, 1966

1971-1977

1. Cancellation of Declaration
2. Shallow slogans of Press Freedom

1977-2002

1. Martial Law Regulation (MLR)
2. PEMRA, 2002
3. The press council of Pakistan Ordinance (2002)
4. Press Newspapers & News Agencies Registration ordinance (2002)

Burgeoning Democracies and the Press

The early death of Quaid e Azam Muhammad Ali Jinnah was not only appalling for development of the press, but it was also proved disastrous for the process of democratization in the country. He respected the freedom of expression, while the flip top status was given by his successors who distorted it and took it as an instrument of exploitation. Soon after his death, the press became the target of hate and distrust for the rulers. The law, which was rejected by Jinnah, got signed and appeared as Public Safety Ordinance in October 1948. Khawaja Nazim-ud-Din who replaced Quaid e Azam Muhammad Ali Jinnah after his death as the Governor General in September 1948 signed the said ordinance. His companion was Liaqat Ali Khan as the Prime Minister who held that position on August 15, 1947.

The Government of Khawaja Nazimuddin

Pakistan was carved out in a desperate urgency. It came into existence with horrible loss of life and property, and the migration of millions of dazed and destitute men, women, and children. The cost was heavy in terms of human suffering. But this is what the Muslims wanted and this is what they achieved - a homeland of their own. They could now worship, practice their religious faith and develop their culture in freedom. Moreover, independence had opened up a bright future for the Muslims, who hoped for a better standard of living, economic development, prosperity and a fuller life.

But it seemed in those early years (1947-58) that the immense sacrifices might have been in vain. For Pakistan had struggled from one major crisis to another, fighting to ward off the problems which threatened the nation. These problems were the rehabilitation of over seven million people who were to be fed, sheltered and made functional for the country, the distribution of assets, the accession of princely states and the water dispute.

When Khawaja Nazimuddin took over control of the government, he had to address all these problems. Although he was a capable politician, but he lacked sufficient foresight to tackle the issues of grave significance of the time. He could not handle the issue of famine scare, which was cultivated by the media and was labelled as 'Quaid-e-Qillat' (leader of scarcity). It happened to be the case when opposition forces in the country started taking advantage of his weak control on the affairs of the state.

Same was the condition for the press. It initiated criticism of the government. Consequently, Central Special Powers Act was employed by the government against daily *Zamindar* of Moulana Zafar Ali Khan. The fourteen days ban on its publishing resulted due to its criticism on the Kashmir policy of the government. The newspaper and its editor / owner were not new to this kind of actions by the government.

It happens in the politically weak regimes that actions against the press are initiated. Primarily, the weak political governments lack courage to face dissent and criticism from any corner. Governor General Khawaja Nazimuddin was also of that nature who did not tolerate dissent voice and had a relatively weak political government.

He excessively used the Public Safety Ordinance against the newspapers that posed threat to his government. Under this ordinance, the government had the discretionary powers to stop publishing of any newspapers without furnishing any reason for its action. Moreover, this ordinance empowered the police to enter and search any newspaper office without any search warrant and the police could take into its custody the publishing material it deemed dangerous for the people. Daily *Safeena* was closed down under this ordinance and no evidence was produced to justifying the action against the press.

Similar actions were taken against magazines like *Sawaira*, *Naqoosh* and *Adab-e-Latif*. A few newspapers responded against the government's action while many a newspapers praised the action on the pretext that these magazines were publishing unethical material.

The government harassed the journalists to bring them to a track where it had complete control on their activities. Faiz Ahmad Faiz and some other journalists were arrested, fined and securities from their newspapers were demanded for their inappropriate behaviour. The chain of arresting the press did not end here, there was a long list of the journalists who were arrested and persecuted on false justifications and were directed to toe to the line of the government.

There had hardly been any newspaper that expressed its conscience and was not persecuted for its deeds. From top to the bottom on the list of journalists, there was hardly any journalist who did not receive at least a warning for his wrong behaviour; provided he went on calling upon his journalistic responsibility. Even the editorial with a name - an example of its own kind, was published to criticize the government of its deeds.

Drawing the boundaries between India and Pakistan resulted in many tragic events. In an almost frantic, cruel hurry the commission divided districts, villages, farmlands, water and property. Thousands of innocent men, women and children were caught unaware. The result was that many hastened across the border, leaving their homes, land and personal property to seek refuge. Panic, fear, revenge and reprisals followed. Both India and Pakistan were soaked in blood. It left on Pakistan's doorstep seven million refugees.

The government of Pakistan faced acute dearth of resources to cater to the problems of refugees. Economic disorder added insults to the injury, instead resolving the problems. Moreover, growing dangers on the borders with India did not help the government to concentrate on the issue of rehabilitation of refugees in the country. History of the world hardly witnessed such a mass exodus of people from one country to the other.

Internal political problems of Provincial Assemblies and grouping in the ministers made the government vulnerable before the press. The situation aggravated up to the extent that the Governor rule was imposed in Sindh to avoid further deterioration of the normalcy in the province.

The period of Governor General Khawaja Nazimuddin and Prime Minister Liaqat Ali Khan was a phase of extreme emergencies. It had to address issues of great significance and it was in need of assistance from the institutions of the country. The bureaucracy with the British legacy took these issues very lightly and instead of helping the government in resolving these issues created bureaucratic bottlenecks for the people and the government. The press being

cognizant of these problems started criticising the government functionaries. The government was intolerant to the press criticism, so it waged a war against it.

The result of a series of ordinances and Acts the government introduced / promulgated curbing the freedom of the press rather taming it to follow the official line. Due to delicacy of the political and economic problems, the government wanted the press to publicise only "officially certified truths". However, the press had just passed a phase where it was engaged with the foreign rulers. Hence, it did not accept the official line to follow and the result was adversarial relations with the Khawaja Nazimuddin's government.

The Government of Ghulam Mohammad

Prime Minister Liaquat Ali Khan while addressing a public meeting in Rawalpindi was shot dead on October 16, 1951. It was the second most tragic event since independence in 1947 - the first was the early death of Mohammad Ali Jinnah. These tragedies in less than four and half years of birth of the country proved extremely hazardous as a group of three clever people got control of the government. These three persons were Ghulam Mohammad, Iskandar Mirza and Choudary Mohammad Ali Bogra. After the death of Liaquat Ali Khan, an ex-bureaucrat Ghulam Muhammad with the help of bureaucracy managed to become Governor General of Pakistan. Palace intrigues met with triumph. General Iskandar Mirza who was the Secretary of Defence and had strong backing of the army supported Ghulam Mohammad in his attempts to become Governor General. Choudary Mohammad Ali, the then Secretary General, took over the sensitive ministry of Finance. Governor General Khawaja Nazimuddin relinquished the Governor General slot and took over the position of Prime Minister on October 19, 1951.

Governor General Ghulam Mohammad in a spade to look at the weaknesses of the prime minister dissolved his government on April 17, 1953. This action was taken when an artificial famine situation developed through the press and the press protested against his government claiming him to be the source discontentment in the country. Nonetheless, his removal from the government resulted in handing over of the country's fate into the hands of bureaucracy.

National Assembly became a powerless institution and it was forced to accept Mohammad Ali Bogra as the Prime Minister of Pakistan. He was earlier working as ambassador to the United States of America and was given the slot of premiership on April 17, 1953. The Governor General became so strong that he selected the federal cabinet.

When the government was completely conquered, the house of Governor General initiated campaign against the press. The Governor General knew the powers of this institution, and he knew too the weaknesses of his government. As it happened in every government that was weak and lacked popular support, this government also introduced and promulgated laws and regulations to control this powerful institution. Public Safety Ordinance 1948 was reactivated; Pakistan Security Act 1952 and Official Secrets Act 1923 were imposed again which were tools of control for the despotic rulers.

These Acts were used time and again against the newspapers that did not follow the official line of action. Rather the government officials threatened the newspapers with the use of this law. However, a segment of the press took strict notice of these threatening calls from the government and declared it as usurpation of fundamental rights. Almost all the newspapers had to suffer the atrocities inflicted by the government using these laws, with an exception of a few newspapers, which were used to be the official spokesmen. The most deplorable aspect of this regime was corrupting the press as an institution. Some of the newspapers were bribed and

awarded financial assistance for mumming their words against the government. Even a few newspapers had national significance and gallantly participated in the Pakistan's movement.

On March 6, 1953, martial law was declared throughout the city of Lahore with the General Officer Commanding (GOC), Major-General Muhammad Azam Khan, as the Chief Administrator of Martial Law. The Lahore Martial Law was the army's biggest exercise yet in the management and application of force in civil affairs. A past master in showmanship, General Azam used this opportunity to the maximum advantage and emerged as the most publicized general of the Pakistan Army. With his unbounded energy and force of personality, multiplied manifold by absolute power at his command, he struck much awe in the hearts of civil functionaries: they would simply shudder before him.

Freedom of information and military rule stand opposite to each other. This Martial Law ratified the notion. With the imposition of Martial Law, complete censorship on the press was imposed in the city, which had the bulk of the national and almost the whole of the opposition press. Every bit of news and comment that appeared had to go through the military censors and carry the stamp of their approval before publication. The General would allow nothing even remotely critical of martial law to appear in the press.

The Lahore Martial Law, being the first in the country, held newspaper editors in terror and they did not quite know what might incur the wrath of the all-powerful General. The Director Public Relations, Punjab, on the orders of his government, had frequently advanced large amounts of money to certain Lahore newspapers engaged in fanning the agitation. He had also given money to individuals taking a prominent part in the movement.

Under these circumstances some sections of the public came to believe that the Punjab Government was behind the movement, and that Mr Mumtaz Muhammad Khan Daultana, its Chief Minister, was sponsoring it financially.

The press and the PR agencies played their full part in projecting the image of the military's unflinching efficiency and resourcefulness. Everyone talked of the military as the only institution that could deliver the goods and save the country.

The Lahore martial law was at once, an opportunity for the armed forces to test their own ability to do things and a moment for the realization of their basic human failings. Unfortunately, while the opportunity was seized the moment was missed. They let their soldierly naiveté belittle or dismiss the grim reality of their growing political involvement.

Officers were treated and projected as popular heroes and leaders. Everyday news photographs showed them presiding over public functions, addressing people, touring city areas for on-the-spot surveys, opening new markets and public buildings. The photographs of a hugely smiling and profusely garlanded Chief Martial Law Administrator became an almost daily feature. Nearly all the press reporters and photographers, in due course, came to be known to him by their first name. The popularity that the CMLA had gained was marvellous.

Governor General Ghulam Mohammad and Prime Minister Mohammad Ali Bogra loosened control on the government affairs. The press, on the other hand, became more aggressive in its news contents.

The result was a series of actions under the repressive laws and ordinances against the press. Almost 31 newspapers were closed down for different periods, 15 newspapers were closed down for one year, seven newspapers were for six months, while 15 newspapers were asked to deposit securities. Similarly, warning notices were issued to numerous papers to mending their behaviour.

The Government of General Iskandar Mirza

In October 1955, Major General Iskandar Mirza and General Ayub Khan forced Ghulam Mohammad to depart from the slot of Governor General. General Iskandar Mirza became the Governor General – as being the third Governor General of Pakistan. After the imposition of first constitution in 1956, Iskandar Mirza took oath as the President of Pakistan.

Interestingly, no prime minister could stay longer with Iskandar Mirza. He changed four prime ministers and that too in almost one year. It was partly because of the tug of war for the slot of premier in the country, and mostly because of the political games played by the President Iskandar Mirza.

The regime of Iskandar Mirza was not much different from his predecessors. He used the same tactics of muzzling the press. Repressive measures to control the sharp edges of the sword were taken, besides controlling the economic conditions of the press through official advertisements, security forfeitures and newsprint control.

Dozens of newspapers were closed down for various span of time. The court of law proved these steps of the government as illegal and acquitted the victimized newspapers from fine and editors from imprisonment. The reaction of the press against the illegal and oppressive actions of the governments from 1947 to 1958 was no less than a surprise. The most significant reason for this surprise was its earlier response to the illegal and regressive actions of the colonial rulers. The press knew well how to respond to the illegal acts of the government. Same powerful journalists and proprietors had suffered all odds with no remarkable and qualm of their conscience.

Pakistan Newspapers Editors Conference (PNEC) and Council of Newspapers Editors (CNE) were the main organs of the editors and proprietors. Similarly, the main journalists' body was the Federal Union of Journalists. However, it was dismaying to learn that PNEC and CNE had different objectives to follow and were fallible to the governments. According to the Report of the Press Commission

"They (PNEC and CNE) did not, however, make any contribution to the cause for which they had come into existence. Both these organizations claimed to represent the editors in general, but in fact they never commanded the allegiance of more than a few editors. One section of the editors tried to dominate and assert its superiority over the other. The inevitable followed. Both these organizations suffered and ended by ceasing to function. It appears that there is greater solidarity among the organizations of working journalists than those of editors".

The press failed to understand the political situation prevailing in the country. It welcomed every ruler and hailed them as liberators. The press and journalists were awarded for their misunderstanding and loyalty to the governments in the shape of heavy official advertisements, huge newsprint quota, free trip abroad, plots either free or at through away prices.

The governments were too weak on political fronts and lacked popular support. Bureaucracy and military came in a position to blackmail the political leaders. No aspirant leader was in the government that could prove to be the ray of hope for the people. After the death of Mohammad Ali Jinnah and Liaquat Ali Khan, a big leadership crisis emerged. Political instability prevailed throughout the decade. No Governor General and Prime Minister could stay longer in the government and faced his fate earlier due to palace intrigues. Such political situations resulted in a state where the press had to play its role of criticising the government.

However, the weak political governments never leave such a vacuum for the press. They introduced strict policies to minimize the role of the press. Laws and regulations were introduced to control the jingoistic moves of the press, and direct and illegal activities like bribing the journalists were also initiated. This resulted in the absence of professionalism in the behaviour of individual journalists. Long practice in such a fashion vanished the chances of its revival and the political scene also did not change. The very nature of the press of fighting for its right of free expression diluted.

Moreover, the institutional norms, which were developed over a long period of time in the fight with colonial rulers, became extinct. The press was divided into many groups. Editors and Owners bodies developed political and economic objectives and were fighting all out without any care for the norms of professionalism of the institution. Individual journalists, with a few exceptions, focused on personal gains and left behind the demands of the profession. In a nutshell, the appearance of the press as a fighting force that emerged during the colonial regime disappeared in the first decade after the creation of Pakistan. That's why it did not go for any hue and cry when General Ayub Khan imposed Martial Law in the Country in 1958.

The Government of General Ayub

In the regime of General Ayub media became restricted. All newspaper owned by different politicians restricted even though many of them were closed. In other words it is known as "BLACK LAW" till now in the history of journalism. Newspapers were diminished only to criticize and backup the social issues and never let the attention of readers towards government policies. Progressive papers limited: Ayub Khan targeted PPL at first because of its worth. It was an organization of press by Faiz Ahmed Faiz and Syed Sibte Hussain who were heavily penalized by Ayub Khan because they wrote in favor of democracy and against dictator ship. It had following publications under PPL

- Pakistan times
- Amroz
- Lael o Nahar

It was taken over on April 18 1959 by the government.

National Press Trust:-

After 5 years of taking position on PPL government introduced NPT under which Amroz, Pakistan Times launched again

Associated Press of Pakistan:-

After making such decision Ayub government took over APP and came forward and gave the reason behind it that due to great recession and corruption issues government has to step forward, but the basic reason behind this took over was to take control on news agency. News manager of PPL Lahore Zameer Quraishi was murdered by unknown persons.

However, in 1963, just one year after the adoption of the new constitution, the Press and Publications Ordinance (PPO) came into being. This ordinance contained the harshest of laws curtailing freedom of expression and the progressive development of the media and leading to the March 1969 relinquishing of power by President Ayub Khan to General Yahya Khan who imposed martial law. General Khan relied heavily on one of the measures of this ordinance, the system of "press advice" given out by the Ministry of Information and Broadcasting in order to avoid publication of news and reports deemed unsuitable for public consumption. It was also during this period that newspapers and magazines known for their independent and progressive

views were first taken over by the government. Eventually the National Press Trust, created in 1964, took over these journals and acted as a front to control a section of the press.

Press and Publication Ordinance (1964)

This law was implemented at that time when president Ayub Khan (president of Pakistan at that time) realized that if government wants to make it strong than it should limited the rights and circles of the institutions that are accountable to the government. On the basis of basic democratic system people were not free to express their own views. According to act 124, public processions were banned. There were many steps taken to control press. For example fully control of government on news print kota, distribution of pamphlets, fully control on newspapers due to NPT etc.

In September 1954, first time in Pakistan government formed press commission for the preparation of press laws. Responsibilities given to commission were to take review of press laws and to check if there is any need of amendment. Press publication ordinance was imposed in 1960.

This ordinance was imposed by the martial law government of Ayub. Some important points of this amended law are given below

- Misguiding the armed forces and police
- Declaration of publication of newspaper will be attested by district magistrate.
- No Foreigner owner
- No foreigner will be allowed to be an owner of a newspaper nor have any share in any newspaper.
- Steps of parliament and court
- No newspaper will publish the steps taken by the court or parliament.
- Any newspaper creating hatred between the people of Pakistan.
- Details of criminals and crimes committed.
- Spreading rumors.
- News of corruption of Admission in police or army.
- Spoiling good relations with other countries

Years of Yahya Khan

After ending of Ayub Khan government, Yahya Khan took the government and imposed new martial law in the country. Those restrictions that were made on press in Ayub Khan's government were made soften by this government. And result was that the press, (which was stuck in the restrictions of government) got freedom and removed the working way of "press advice". And in result press got freedom and it was so beneficial that even it was not cared that (what would government say) in all matters.

Some important incidents are given.

- Translator of Awami League (Itafaq), Dhaka was banned for two months.
- (The people), office of the Dhaka and press was destroyed in 1971.
- On March 30, 1971, all foreigners journalist were ordered to leave the country.
- Member of institutional board of daily "Azad" Abdullah Malik was given punishment for one year and was fined 50,000 by the court.

The Zia era was a darkest period for the journalists and in 1978 four journalists were flogged within 90 minutes after a phony court ordered it. The later democratic governments of Benazir and Nawaz were no better than their military comrade-in-arms. Daily Khabrain, Daily

Jang, Friday Times and many others papers and journalists faced their wrath. These journalists were sentenced with prison labor for different durations with heavy fines and hunters Punishment. In this time government took advantages from the martial law regulations for putting restrictions on press. This government promoted a book of famous journalist Zamir Niaz's "PRESS IN CHAINS" with a special agenda and presents it to foreign journalists with signatures to show them that how much the media is free in our country. But government stopped government institutions from buying it and prohibited this book in government libraries. There was a strange notification issued by Punjab provisional department of education that no writer, columnist or philosopher is allow to attend conferences without permission. The violence from the ethno-religious outfits is in addition to this.

Role of Democracy and Elected leaders for Press Freedom in Pakistan

In 1985, Prime Minister Mohammad Khan Junejo was elected to the National Assembly, based on nonparty elections, and lifted martial law in December 1985. Even though Junejo was a more democratic political figure, the PPO remained in place under him, and he relied on the old media laws. After Zia's death caretaker government provided transition to a full-fledged democracy, which included repealing the press law that had coerced the media for so long.

A new law, known as the Registration of Printing Presses and Publications Ordinance came into effect in 1988. A key change in this law made it mandatory for the District Magistrate to issue a receipt to an applicant for the issuance of a declaration for the keeping of a printing press or the publication of a journal to provide the applicant with proof that would help avoid government interference.

The most significant change made in the press law of 1988 was the removal of power from the government and the right of an applicant to be heard in person by the authority before any punitive action was taken, like the closure of a press. Appeals were also now allowed. In addition, newspapers were no longer obligated to publish in full the press notes issued by the government.

For a variety of reasons, the press law of 1988 continued to be re-promulgated as an ordinance through 1997, even though the Supreme Court ruled such re-promulgation unconstitutional. One key reason for this was the recurring demands by representative bodies of the press to revise the 1988 law even further to remove any executive power to control the press.

The November 1988 elections saw Prime Minister Benazir Bhutto, the first Muslim woman prime minister of the world, assume office. She brought with her a new phase of liberalism toward the mass media laws and regulations. For example, Bhutto's government allowed government-controlled radio and television to provide daily and well-balanced coverage of the speeches and statements of its opposition in news bulletins and current affairs programs. Because the print media reaches such a small percentage of the population, this change had a significant impact on the public

The independent press grew stronger during this phase; the Urdu press and the English press, as well as the regional language press, such as Sindh language newspapers, showed a new energy in reporting the news and in analyzing the issues of the day. In addition, new technology and use of computers and desktop publishing allowed a more timely and in-depth reporting of the news. Bhutto also ended the manipulative government practice of using newsprint as a means of controlling the press. Specifically, the Ministry of Information no longer required issuance of permits to import newsprint and allowed a free and open system of importing newsprint at market prices.

In 1990, President Ishaq Khan dismissed Bhutto's government, charging them with misconduct, and declared a state of emergency. Bhutto and her party lost the October elections, and the new Prime Minister, Nawaz Sharif, took over. For reasons not apparent to the public, Sharif restored the issuance of permits system for news-print import.

General Pervaiz Musharraf's Era

Musharraf's era seem to be a beautiful dream for the freedom of press as he allowed the cable television to run in Pakistan, press can now criticize government and its functionaries more easily. But his Ordinance of 2002 and 2004 for APP seem to be the same way of keeping it under perfect control. This ordinance says that the agency's Managing director is to be selected by Federal government as well as its budget is to be decided by it.

The point here is that until and unless the MD is selected by federal government, the agency cannot exercise free flow of information except the official version of every event. He has once again promulgated the Press and Publication Ordinance, which is somewhat familiar to the old one.

The Defamation Ordinance, 2002 (CSS-2016)

The defamation Ordinance, 2002 is one of the laws, which were promulgated by President General Musharraf as a package of media laws in 2002. Prior to this Ordinance, „defamation“ was a „criminal offence“ under the Pakistan Penal Code (PPC), 1860. Sections 499 - 502 of PPC deal with the „criminal defamation“ and provide a procedure for its adjudication by Sessions Court as an offence. However, under the Defamation Ordinance, one can file a suit—a case of civil court jurisdiction—for damages as well. The Ordinance defines kinds of defamation i.e. libel and slander. It also provides defenses in defamation proceedings. These defenses include:

- a) Fair comment on the matter in the public interest;
- b) Truthfulness of matter made for public good; and
- c) Absolute or qualified privilege.

Section 6 of the Ordinance defines Absolute Privilege and Section 7 explains what constitutes Qualified Privilege.

Absolute Privilege is „any publication of statement made in the Federal or Provincial legislatures, reports, papers, notes and proceedings ordered to be published by either house of the Parliament or by the Provincial Assemblies, or relating to judicial proceedings ordered to be published by the court or any report, note or matter written or published by or under the authority of a Government.“ Qualified Privilege is „any fair and accurate publication of parliamentary proceedings, or judicial proceedings, which the public may attend, and statements made to the proper authorities in order to procure the redress of public grievances.“ This means that if the matter falls under the definition of either of the privileges, absolute or qualified, it is legal to disseminate the information to the public.

Now the question for this nation is how long we are going to bare these restrictions on the press in the name of public interest and how long we will take to come out of this transaction face to emerge as mature press. According to me, as General Pervez Musharraf is the great favorer of

„moderation and enlighten,“ he should leave the press out of governments control and allow the press to make mistakes and learn from them. It is only if the government stops intervening and allow the press to take the responsibility from within and do whatever they want for the public interests.

Asif Ali Zardari's Era

Zardari has supported genuine rights of journalists and press freedom on every level. Under President Zardari, the media gained in freedom of expression, but it has also been accused of sensationalism and of being conservative and militaristic. In addition, a religiously radical position emerged in the media throughout 2008 and 2009, allegedly caused by pressure on the media from radical groups, but most likely also by an overt campaign aimed at unsettling the government. Only with the shocking takeover of governance power by the Taliban in seven districts of the Provincially Administered Tribal Areas (PATA) in April 2009, and the subsequent military offensive in the Swat Valley, was there a significant turnaround in the media's orientation towards domestic radicalism. Zardari's government abolished the emergency Pemra Law 2007. The media in the country was the freest ever in its history during Zardari's government from 2008 to 2013, even the head of state is subjected to rigorous criticism and ridicule by the national media which does not happen even in the most advanced democracies of the world. The right to information had been for the first time constitutionally guaranteed in Pakistan's history by incorporating Article 19-A through the Eighteenth Amendment. On the occasion of World Press Freedom Day (May 03, 2013) when he was President of Pakistan stressed for urgently devising a plan of action for the protection of journalists from violence and harassment in performing their professional duties.

Freedom of Information Legislation in Pakistan

1990-Freedom of Information Bill in Senate.

1994-Malik Qasim, Chairperson of Public Accounts Committee realizes the significance of citizens' right of access to information held by public bodies in curbing corruption and plays significant role in preparing draft of freedom of information law.

1996-Interim government Federal Law Minister Fakhruddin G. Ebrahim drafts Freedom of Information bill.

January 29, 1997-President Farooq Khan Leghari promulgates ordinance on Freedom of Information drafted by Fakhruddin G. Ebrahim.

2001-Local Government Ordinance 2001 adopted by all provinces contains certain provisions pertaining to right of access to information held by district public bodies.

October 26, 2002-Military government promulgates Freedom of Information Ordinance 2002.

June 18, 2004-Cabinet Division notifies The Freedom of Information Rules 2004.

December 6, 2005-Provincial Assembly of Balochistan enacts Balochistan Freedom of Information Act.

May 14, 2006-Pakistan People's Party and PML-N commit in Charter of Democracy that 'access to information will become law after parliamentary debate and public scrutiny'.

August 10, 2006-Governor Sindh promulgates Sindh Freedom of Information Ordinance 2006.

September 13, 2006- Provincial Assembly of Sindh enacts Sindh Freedom of Information Act 2006.

March 29, 2008- Yousaf Raza Gillani pledges in his address to Parliament soon after being nominated as Prime Minister that a new freedom of information law will be brought to promote press freedom.

September 20, 2008- President Asif Ali Zardari, while addressing the joint session of the Parliament states that "We will soon be bringing other fundamental laws such as freedom of information bill..."

November 21, 2008- As Federal Information Minister, Ms Sherry Rehman states "Freedom of Information bill would shortly be tabled in the parliament after incorporating views of the provincial governments in it".

March 22, 2010 Federal Minister for Information and Broadcasting Qamar Zaman Kaira said that access to information is a fundamental right of every citizen in a democracy and the government would incorporate maximum input of all the stakeholders to make an effective legislation on right to information.

April 08, 2010- Article 19-A inserted in the constitution through 18th Amendment and right to information is acknowledged as fundamental constitutional right.

2013- The interim provincial government drafts Khyber Pakhtunkhwa Right to Information Act 2013.

2013- The provincial interim government drafts Punjab Freedom of Information Ordinance 2013.

June 13, 2013- The Sub-Committee of Senate on Information and Broadcasting gives final touches to draft Right to Information Act 2013, proposes amendments and asks Ministry of Information and Broadcasting to finalise it by the first week of July for tabling in the Parliament.

August 18, 2013- Governor promulgates Khyber Pakhtunkhwa Right to Information Ordinance 2013

August 28, 2013- Senate Committee on Information and Broadcasting approves the draft of Right to Information Act 2013.

October 04, 2013- Governor promulgates Punjab Transparency and Right to Information Ordinance 2013.

October 26, 2013- Federal Minister for Information Senator Pervaiz Rashid says that right to information bill is being worked out and very speedily and assures all stake holders will be taken on board in this regard.

October 31, 2013- Provincial Khyber Pakhtunkhwa Assembly passes Khyber Pakhtunkhwa Right to Information Act 2013.

November 05, 2013- Khyber Pakhtunkhwa Right to Information Act 2013 is notified in the official gazette.

12 December, 2013- Provincial Assembly of Punjab passes Punjab Transparency and Right to Information Act 2013.

December 16, 2013- Punjab Transparency and Right to Information Act 2013 is notified in the official gazette.

July 15, 2014: The Senate Standing Committee on Information and Broadcasting and National Heritage approves the Right to Information Bill 2013 with proposed amendments.

December 19, 2014 Khyber Pakhtunkhwa Right to Information Commission notifies "Schedule of Fee for Hard Copies"

January 4, 2015 Punjab Government notifies the Punjab Transparency and Right to Information Rules 2014.

January 13, 2015 Punjab Information Commission notifies "Schedule of Costs"

February 17, 2015: Federal Minister for Information and Broadcasting assures Members of Senate Committee on Information and Broadcasting that Right to Information Bill would be taken up by the federal cabinet in its next meeting.

June 23, 2015: Khyber Pakhtunkhwa Assembly exempts itself from the purview of Khyber Pakhtunkhwa Right to Information Act 2013.

November 18, 2015: Barrister Zafar Ullah Khan, Special Assistant to Prime Minister, Economic Affairs Division said that Right to Information Bill will be tabled in the next Session of the Parliament.

Libel, Defamation and Relevant Portions of PPC PPO, RPPPO

Briefly explain the following: **Defamation Act 2002** (CSS-2016)

According to Black's Law Dictionary: the term defamation is defined as

"Holding up of a person to ridicule, scorn, or contempt in a respectable and considerable part of the community; may be criminal as well as civil. Includes both libel and slander.

Defamation is that which tends to injure reputation; to diminish the esteem, respect, goodwill or confidence in which the plaintiff is held, or to excite adverse, derogatory or unpleasant feelings or opinions against him. Statement which exposes person to contempt, hatred, ridicule or obloquy. ... The unprivileged publication of false statements which naturally and proximately result in injury to another. ...

A communication is defamatory if it tends to so harm the reputation of another as to lower him in the estimation of the community, or to deter third persons from associating or dealing with him. The meaning of a communication is that which the recipient correctly, or mistakenly but reasonably understands that it was intended to express...."

Black's Law Dictionary. 5th Edition, West, 1979, Page 375-76.

Defamation according to Pakistani Law

Defamation Ordinance 2002 covers all matters pertaining to defamation accrued in Pakistan:

The Defamation Ordinance of 2002 has replaced Clause 499 of the PPC that dealt with defamation. The defamation law of Pakistan is supported by the Defamation Ordinance of 2002 and the successive Defamation Bill of 2004.

The Article 3 of the ordinance defines defamation as follows:

3. Defamation

1. Any wrongful act or publication or circulation of a false statement or representation made orally or in written or visual form which injures the reputation of a person, tends to lower him in the estimation of others or tends to reduce him to ridicule, unjust criticism, dislike, contempt or hatred shall be actionable as defamation.

2. Defamation is of two forms, namely:

(i) slander; and (ii) libel.

3. Any false oral statement or representation that amounts to defamation shall be actionable as slander.

4. Any false written, documentary or visual statement or representation made either by ordinary form or expression or by electronic or other modern means or devices that amounts to defamation shall be actionable as libel

- Any wrongful act or publication or circulation of a false statement or representation made orally or in written or visual form which injures the reputation of a person, tends to lower him in the estimation of others or tends to reduce him to ridicule, unjust criticism, dislike, contempt or hatred shall be actionable as defamation.
- Defamation is of two forms namely: (i) Slander and (ii) Libel
- Any false oral statement or representation that amounts to defamation shall be actionable as slander.
- Any false written documentary or visual statement made either by ordinary form or expression or by electronic or other modern means or devices that amounts to defamation shall be actionable as libel.

Section 4: makes the Defamation actionable:

The publication of defamatory matter is an actionable wrong without proof of special damage to the person defamed and where defamation is proved, damage shall be presumed. Defences to the law of defamation have been provided in **Section 5:**

In defamation proceedings a person has a defence if he shows that:

- he was not the author, editor, publisher or printer of the statement complained of;
- the matter commented on is fair and in public interest and is an expression of opinion and not an assertion of fact and was published in good faith;
- it is based on truth and was made for public good;
- assent was given for the publication by the plaintiff;
- offer to tender a proper apology and publish the same was made by the defendant but was refused by the plaintiff;
- an offer to print or publish a contradiction or denial in the same manner and with the same prominence was made but was refused by the plaintiff;
- the matter complained of was privileged communication such as between lawyer and client or between persons having fiduciary relations; and
- the matter is covered by absolute or qualified privilege.

Section 499 through Section 502 of the Pakistan Penal Code elaborates the definition, explanation, exceptions and punishment to the Law of Defamation in Pakistan.

According to **Section 499** of the Pakistan Penal Code, 1860, Defamation has been described as under:

Whoever by words either spoken or intended to be read, or by sign or by visible representations, makes or publishes any imputation concerning any person intending to harm, or knowing or having reason to believe that such imputation will harm, the reputation of such person, is said, except in the cases hereinafter excepted, to defame that person.

According to **Section 500** of the Pakistan Penal Code, 1860 punishment for defamation has been described here whoever defames another shall be punished with simple imprisonment for a term which may extend to two years, or with fine, or with both.

Printing or engraving matter known to be defamatory: Whoever prints or engraves any matter, knowing or having good reason to believe that such matter is defamatory of any person,

shall be punished with simple imprisonment for a term which may extend to two years or with fine, or with both.

Sale of printed or engraved substance containing defamatory matter: Whoever sells or offer for sale any printed or engraved substance containing defamatory matter, knowing that it contains such matter, shall be punished with simple imprisonment for a term which may extend to two years, or with fine, or with both.

Word "defamation" in section 12 (3) of the West Pakistan Press and Publications Ordinance, 1963 is used in context of offence as referred to in section 499, P.P.C. and not in its dictionary sense. In order to found an action for libel it must be proved that the statement complained of is:

- False;
- in writing;
- defamatory; and
- published.

Defamation has to be tried by the District Court under **Section 13** of the Defamation Ordinance 2002. Section 3 of this ordinance prescribes that defamation means to make a false statement causing injury to the reputation of a person or to bring him in ridicule, unjust criticism and dislike. A distinction in this context needs to be drawn between the statement, which is not proved and one which is explicitly found to be false for the purposes of Defamation Ordinance 2002. All benefits under criminal law are to be granted to an accused and the prosecution must establish its case beyond a reasonable doubt. Very strong burden of proving a statement is to be discharged by the plaintiff in a suit for damages and the mere fact that it could not be proved does not necessarily show that it was false. If such a distinction is obliterated every accused granted the maximum benefit of doubt may upon acquittal bring an action for defamation, which does not appear to be the intention of law.

The Pakistan Penal Code, 1860 (PPC)

The Pakistan Penal Code 1860 is a general criminal law, which defines crimes/offences and punishments thereof. However, the Code contains various provisions, which directly or indirectly affect free-flow of information. For example, Section 292 puts ban on sale, hiring or distribution of obscene books, pamphlets, papers, drawings, paintings, representation or figures or any other obscene objects. However, the Code does not define the term "obscene" Similarly, Section 501 of the Code terms printing or engraving of the matter, which can be defamatory, as a crime. Moreover, Section 502 bans sale of such allegedly defamatory matter

The sections of the Pakistan Penal code relating to the Press are mentioned here briefly.

Section 123-A states that whoever condemns the creation of Pakistan or advocates the curtailment or abolition of the sovereignty of Pakistan shall be punished with rigorous imprisonment up to ten years and shall be liable to fine (*Bajwa, 1992 p.133*). This section was instituted in 1950. This institution seems to be made in the perspective of a court decision regarding a case in which the court up held the action of the Government taken against Urdu weekly Jarida Al-Islah Lahore. The weekly had reproduced the manifesto of Islam League Party founded by Allama Mashraqi that condemned the creation of Pakistan (*abdul, 1952*)

Section 124-A is related to sedition, which states that whoever brings into hatred or contempt the Government shall be punished with up to imprisonment for life to which fine may be added. The explanation of this section says that comments expressing

disapprobation of the measures of the Government with a view to obtain their alteration by lawful means without exciting hatred, contempt or dissatisfaction does not constitute an offence. The Press can take the advantage of this explanation and a journalist may comment expressing disapprobation of the measures of the Government with a view to obtain their alteration by lawful means, but he must do so without attempting to excite hatred and disaffection (*AIR, 1952*).

Prosecution under section 124-A can only be initiated by the Government, but whether the words used are seditious or not is to be determined by the judge and should not be left to the judgment of the witnesses (*PCL, 1969*).

Section 153-A of the penal code punishes for a term up to five years and with fine to whoever promotes or incites disharmony or feelings of enmity, hatred or ill-will between different religious, racial, language or regional groups or casts or communication.

The explanation indicates that the essence of an offence under S. 153-A is malicious intention, and if there is no malicious intention in the publication, honesty of purpose may safely be inferred. If the writer is expressing views which he holds honestly, however, wrong they may be, and has no malicious intention, he cannot be brought within the mischief of S. 153-A in which the Legislature has preserved a delicate balance between the undesirability of anything tending to excite sedition or to excite strife between classes, and the undesirability of preventing any bona fide argument for reform (*AIR, 1943*).

In this connection it may be remembered that the editor of a newspaper has certain public duties, one of which is to publish matters which, it is in the public interest, that it should be known and if he does so honestly, he is evidently not liable to be dealt with by a Criminal Court. Section 153-B was instituted with effect from June 7, 1962 and states that inducing students to take part in political activity is punishable with imprisonment up to two years and/or with fine (*Mahmood-1989, p.471*).

Section 292 states that whoever sells, distributes, publicly exhibits etc. or produces or has in his possession any obscene books and paper etc. shall be punished with imprisonment up to three months and/or fine. The explanation of the section makes certain exceptions as well, in order to preserve art, cultural, historical and religious monuments. The term 'obscene' means offence to chastity or modesty. An obscene thing is that expresses or suggests unchaste and lustful ideas. The test of obscenity is whether the matter tends to deprive and corrupt the minds of people. It may, however, be noted that the concept of obscenity is a relative concept what may appear obscene to one may not appear to other. A matter may be considered to be obscene in one country but not in another, or the same matter may be considered obscene at one time but not in other (*Bajwa, 1992*). Looking to this relativity, the test would be whether the particular matter in question is in a given period and in a particular society or community, generally considered obscene or not. Section 295-A of Pakistan Penal Code states that whoever outraging the religious feelings of any class, or insults the religion or the religious beliefs of that class shall be punished with imprisonment up to ten years and/or fine. (*Jabbar, and Isa, 1997 p.690*)

All these sections of Pakistan Penal Code were included in Article 8 of 1956 constitution, Article 9 of 1962 and in Article 19 of 1973 constitution and also all these sections were punishable under Press and Publication Ordinance 1960, (PPO), Press and Publication Ordinance 1963, and Registration of Printing Press and Publication Ordinance 1988

Section 499 deals with defamation and states that whoever publishes any imputation concerning any person intending to harm his reputation in the estimation of others, and lowers the moral or intellectual character of a person is punishable with rigorous imprisonment up to two years and/or with fine (*Bajwa-1992, p.475*).

The Penal code enacted in 1860 by foreign rulers is still being followed in Pakistan as law of crimes of the land and the legislature in Pakistan has not so far framed its own penal code. Though a good number of amendments have been made with the need of ever changing conditions of the society but the fact remains that its basic Principles and fundamentals have very little effect of the change." This is due to the fact that in a democratic set-up, laws cannot be enforced unless they enjoy the support or at least the acquiescence of a large majority. Present legal system and its administration needs to be overhauled in order to fit new and changed conditions. Law, and the legal system, like anything else in the world is a changing phenomenon.

The growth of Pakistan's media industry has led to many benefits. The level of information available to the public has increased and the nature of it has improved. While over the years we have seen sporadic moves to control the flow of information, the country has fortunately been able to ward off most direct attempts to limit the right to free speech. Yet where the media's rights are eminently worthy of being defended, so are those of the rest of the citizenry.

Recently the PCP adopted a resolution demanding the repeal of the 2002 legislation and amendments to Section 500 of the Pakistan Penal Code and Section 502-A of the Criminal Procedure Code, which also relate to libel and slander.

The demand is worthy of remark because in all civilized societies, guarantees of media freedoms are balanced with legal mechanisms that allow individuals the right to approach the justice system if they believe they have been wronged. Particularly for people who are not in the public light, or in cases where the release of information cannot be justified under the principle of overarching public interest, there must be laws that can be invoked in the event of willful or even inadvertent abuse by the media of people's privacy rights. It is true that Pakistan's defamation laws are coercive in their current form, particularly in terms of penalties and the presence of, for example, a Zia-era amendment to the PPC that refuses to recognize veracity or public interest as justifications. It is also true that the media, because of their particular task, are often conduits for allegations, not accusers in themselves. Yet the answer does not lie in removing the citizenry's access to legal recourse; it lies in amending and improving the existing framework of laws.

Press and Publication Ordinance of 1963 (PPO)

The freedom of press in the country was first curtailed through the Press and Publications Ordinance (PPO), which was promulgated in 1963 by the military regime of Ayub Khan and which was used by the military regime of General Zia. In his initial years in power, it was common to find pages of the newspapers having blank patches made by military personnel in person or through the government's Press Advisers. The PPO disappeared as soon as the Zia rule was over, because of the assertion of democratic forces in the late 80s.

In 1960, President Ayub Khan promulgated the Press and Publications Ordinance, 1960, covering 30 pages, which dealt with printing presses, newspapers, periodicals, books and other publications. According to the ordinance, the government had been empowered to ask for security deposits from printing presses for publishing newspapers or books as well as for issuing objectionable material as defined by the ordinance.

Security deposits ranging from Rs500 to Rs10,000 could be demanded from printing presses. Appeals against such action would lie with a Special Bench of the High Court. The government had also been empowered to forfeit security deposits and, in certain cases, to prohibit the printing presses from publishing books or newspapers. Under the new rules, before obtaining a declaration, a publisher would have to show that he had the financial resources required for regularly publishing a newspaper.

Similarly, an editor was required to possess 'reasonable educational qualifications' or 'adequate training or experience in journalism.' A publisher proceeding abroad for more than three months was to name a person who was to take over his responsibility. The nominee was to give a written undertaking to that effect.

Foreign nationals were debarred from having any proprietary interest in any newspaper in Pakistan, except with the prior approval of the central government. 'In any case, they would not be allowed to hold more than 25 per cent of the entire proprietary interests of any newspaper.'

The ordinance stated that after a security deposit had been demanded from a printing press, the deposit could be forfeited and even the printing establishment could be asked to stop publishing any book or newspaper if the matter contained therein tended to:

- contain reports of crimes of violence or sex, produced in a manner which was likely to excite unhealthy curiosity or urge imitation or which might incite interference in the administration of law or with the maintenance of law and order or which might encourage non-payment of taxes, including land revenue;
- incite or encourage the commission of an offence of murder or any offence involving violence or amounted to an abetment of the same;
- directly or indirectly condemn the creation of Pakistan or advocate the curtailment or the abolition of the sovereignty of Pakistan in respect of all or any of its territories;
- bring into hatred or contempt the government established by law in Pakistan or any class or section of the citizens of Pakistan; and
- create feelings of enmity between the people of the two wings of Pakistan.'

The relevant section of the ordinance also covered writings classed as indecent, obscene, scurrilous, defamatory or intended for blackmail and rumor-mongering, or information calculated to cause public alarm, frustration or despondency without reasonable grounds to believe the information to be correct.

Any writing which opposed recruitment to the armed forces or the police forces or which might undermine their discipline and administration would also render the publication liable to action under this section. Protection under the same section had also been given to the heads of princely states which had acceded to Pakistan.

The ordinance conferred powers on the government to seize or destroy unauthorized published news-sheets and to detain their packages and prohibit the transmission of packages by post.

Contravention of the provisions of the Press and Publications Ordinance would be punishable with fine not exceeding Rs2,000 and simple imprisonment not exceeding six months.

During Ayub's martial law, the Press and Publications Ordinance, 1960 seemed adequate enough to emasculate the press. But after lifting martial law, Ayub was faced with the challenge of mobilizing 'political support' for his regime and needed a totally subdued press. Hence, the scope of press freedom was further curtailed.

This was done through the provincial ordinances known as the Press and Publications (West Pakistan Amendment) Ordinance, 1963, and the Press and Publications (East Pakistan Second Amendment) Ordinance, 1963.

Before the promulgation of the two ordinances, some quarters were debating the pros and cons of nationalizing or shutting down the entire press. Instead, it was suggested to bring out two dailies each from metropolitan cities of East and West Pakistan, and an English, Bengali and Urdu language daily respectively. But in this madhouse, saner elements existed. They opposed the idea because of the fear of adverse publicity abroad. Hence, this crazy idea was dropped.

Press and Publications (West Pakistan) (Amended) Ordinance 1963
Zameer Niazi in his book *The Press in Chain* describes this ordinance considered to be the "blackest of the black law" by Zameer Niazi as he views it to be an amalgam of all press laws that had been imposed from 1823 to 1960. However, the section that dealt with freedom of speech in these press laws had been deleted (Niazi, 2010, p. 170). The 74 section ordinance deals with a wide range of issues. It curbed the reporting of National/Provincial Assemblies and any report that was to be printed was to be counter checked by officers in ranked hierarchy. It also dealt with internal affairs of a newspaper under sections 31 A and 32 -A by a commission (Niazi, 2010, p. 169). Finally, the appointment of tribunals was made to hear appeals against order of the government. There was no appeal to any other court against the decision of the tribunal (Niazi, 2010, p. 170).

The rules and regulations of this law was prevalent for more than two decades. On 8th April 1984, Federal Shariat Court in a historic judgment directed the Provincial Governments to amend the PPO. The most significant part of this judgment was that it upheld "the right to protest and dissent and determined a journalist performance in commitment to the truth." However, this decision was challenged by the Punjab Government and filed an appeal before the Shariat bench of Supreme Court pleading the amendments suggested by Federal Shariat Court as not practicable and having no jurisdiction to amend such legislation. (Niazi, 2010, pp. 175-176)

Efforts were made to repeal the PPO 1963 a number of times in 1988 and in 1990's, a revised version of the ordinance i.e. Registration of Press and Publication ordinance (RPPO) easing restrictions on media was introduced, however it did not get legal cover both times. (Niazi, 2010, p. 176).

RPPO (Registration of Press & Publication Ordinance).

In 1988, General Zia's Plane C130 crashed in Bahawalpur and a caretaker government was formed. This caretaker government replaced PPO (Press Publication Ordinance) with RPPO (Registration of Press & Publication Ordinance). The post-Zia interim government abolished the Press and Publications Ordinance (PPO), known as the "black" laws, in October 1988. As prime minister during her first tenure in 1988, Benazir Bhutto implemented the Registration of Printing Press and Publications Ordinance (RPPO) to replace former President Ayub Khan's 1963 PPO.

Information and Media Laws

1. Associated Press of Pakistan (Taking Over) Ordinance, 1961
2. Associated Press of Pakistan Corporation Ordinance, 2002
3. Azad Jammu and Kashmir Information Technology Board (Amendment) Ordinance, 2011
4. Azad Jammu and Kashmir Information Technology Board (Amendment) Act, 2011
5. Azad Jammu and Kashmir Information Technology Board (Amendment) Act, 2011
6. Balochistan Institute of Information Technology and Management Sciences Ordinance, 2002
7. Freedom of Information Ordinance, 2002
8. Freedom of Information Rules, 2004
9. Information Technology University of the Punjab Act, 2012
10. Law Reports Act, 1875
11. Newspaper Employees (Conditions of Service) Act, 1973
12. Newspaper Employees, (Conditions of Service) Act, 1973
13. Pakistan Broadcasting Corporation (Amendment) Ordinance, 1979
14. Pakistan Broadcasting Corporation (Amendment) Ordinance, 2002
15. Pakistan Broadcasting Corporation Act, 1973
16. Pakistan Electronic Media Regulatory Authority (Amendment) Act, 2008
17. Pakistan Electronic Media Regulatory Authority (Amendment) Ordinance, 2007
18. Pakistan Electronic Media Regulatory Authority (Appeal & Review) Regulations, 2008
19. Pakistan Electronic Media Regulatory Authority (Content) Regulations 2012
20. Pakistan Electronic Media Regulatory Authority (Council of Complaints, Organization and Functions) Regul
21. Pakistan Electronic Media Regulatory Authority (Council of Complaints, Organization and Functions) Regulations, 2002
22. Pakistan Electronic Media Regulatory Authority (Distribution Service Operations) Regulations, 2011.
23. Pakistan Electronic Media Regulatory Authority (Employees Service) Regulations, 2008
24. Pakistan Electronic Media Regulatory Authority (Media Ownership and Control) Regulations, 2002
25. Pakistan Electronic Media Regulatory Authority (PEMRA) Rules, 2002
26. Pakistan Electronic Media Regulatory Authority (Third Amendment) Ordinance, 2007
27. PAKISTAN ELECTRONIC MEDIA REGULATORY AUTHORITY EMPLOYEES SERVICE REGULATIONS, 2011
28. Pakistan Electronic Media Regulatory Authority Ordinance, 2002
29. Pakistan Electronic Media Regulatory Authority Rules, 2009
30. Pakistan Electronic Media Regulatory Authority Rules, 2009.
31. PEMRA (TV Radio Broadcast Operations) Regulations, 2002
32. PEMRA Cable Television (Operations) Regulations, 2002
33. PEMRA Standards for Cable Television' Regulations 2003
34. Press and Publications Regulatory Authority (PAPRA) Bill, 2006
35. Press Council of Pakistan Ordinance, 2002
36. Press, Newspapers, News Agencies and Books Registration Ordinance, 2002
37. Press, Newspapers, News Agencies, and Books registration (Amendment) Ordinance,

- 2007
38. Registration of Printing Press and Publications Ordinance, 1990
39. Registration of Printing Press and Publications Ordinance, 1996
40. Telecom Consumers Protection Regulations, 2009
41. Telegraph Act, 1885
42. Television Receiving Apparatus (Possession and Licencing) Rules, 1970
43. West Pakistan Publication of Books (Regulation and Control) Ordinance, 1969
44. West Pakistan Publication of Textbooks (Regulation and Control) Ordinance, 1970
45. West Pakistan Textbook Board Ordinance, 1962



The Pakistan Electronic Media Regulatory Authority

An independent cooperate body namely Pakistan Electronic Media Regulatory Authority (PEMRA) was established to regulate the process of awarding licenses to private and public sector, for smooth functioning of private media and to effectively deal with the public complaints on March 1, 2002 after the lapse of the PEMRA Ordinance in 1997. This body is functional since April 15, 2002. PEMRA consisted of a Chairman and nine members appointed by President of Pakistan. PEMRA inherited 848 licenses from PTA and issued around 1173 new licenses. As of present, it is currently chaired by Mr. Absar Alam as its designated and appointed chairman from the government of Pakistan

Freedom Index Reporters Without Borders

According to this index, Finland tops the list of the countries with a free media, followed by two other Scandinavian countries – Norway and Denmark. Eritrea is at the bottom along with Turkmenistan and North Korea. China, Cuba, Zimbabwe and Afghanistan are also at the bottom. The United States dropped from 20 in 2010 to 49 in 2015, four steps above Haiti, Burkina Faso, Namibia and El Salvador. Suriname, Samoa and the eastern Caribbean rank higher than the United States. Frequent police and public attacks on journalists, coercion to reveal sources and the government's failure to pass a law protecting journalists caused this fall. Pakistan is ranked 159 on the list of 180 countries.

PEMRA has issued 91 satellite TV channel licenses and granted landing rights, permission to 28 foreign satellite TV channels. Similarly, 3,600 cable TV licenses, six MMDS, one IPTV, four Mobile TV and two mobile audio licenses were issued by PEMRA

Mandate of PEMRA

- To improve the standards of information, education and entertainment

- To expand choices available to people of Pakistan in media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest
- To improve people's access to mass media at local and community level
- To ensure accountability, transparency and good governance by optimizing free flow of information

Functions of the Authority

The Authority is responsible for facilitating and regulating the establishment and operation of all private broadcast media and distribution services in Pakistan established for the purpose of international, national, provincial, district, and local or special target audiences.

An Overview of Electronic Media Development in the country

In Pakistan the broadcast media has remained under the government control. However, the last decade witnessed a great change in media policy of government and media gradually opened up to private sector. In line with global trends it also introduced new media technologies in the country and the resultantly a rapid growth of broadcast media in the country was witnessed.

The journey of electronic media development in the country begins from 14th August 1947, when Pakistan Broadcasting Corporation was formed after independence. At independence Pakistan possessed three radio stations at Dhaka, Lahore & Peshawar. A major programme of expansion witnessed new stations opened at Karachi and Rawalpindi in 1948 and a new broadcasting house at Karachi in 1950. This was followed by further stations at Hyderabad (1951), Quetta (1956), a second station at Rawalpindi (1960) and a receiving centre at Peshawar (1960). In October 1998, radio Pakistan started its first FM transmission. The decision to establish a general purpose television service in Pakistan under the general supervision of the government of Pakistan (GOP) was taken in October 1963. Subsequently, the government signed an agreement with the Nippon Electronic Company (NEC) of Japan, allowing it to operate two pilot TV stations in the country. The first of these stations went on air in Lahore on 26th November, 1964. On the completion of the experimental phase, a private limited company, called Television Promoters Limited was set up in 1965 which was converted into a public limited company in 1967. Further television centers were established in Karachi and Rawalpindi / Islamabad in 1967 and in Peshawar and Quetta in 1974.

Since its inception in Pakistan; electronic media in the country remained in government control till 1990, when Shalimar Television Network (STN) and Network Television Marketing (NTM) signed a contract to launch Pakistan's first private sector TV channel. During mid 90s, a growing demand for television entertainment in Pakistan paved way to foreign TV channels through satellite dishes. In the beginning, the phenomenon of having a dish TV was restricted to the urban elite. However, satellite dish became a commodity item with penetration across the various socio-economic classes of Pakistani population. Simultaneously, successive governments in the country adopted more liberal media policies by providing masses with the enhanced access to information, education, and entertainment by encouraging public private participation. In such environment, there was a need to have an effective regulatory framework which could advance freedom of speech and expression, and access of people to information while keeping in mind the larger interests of the state.

PEMPRA Ordinance

Appendix B Media Control Through the PEMRA Ordinance Amendments to the Law Regulating Electronic Media in Pakistan

Introduction

Despite the fact that the Federal Government deregulated the field of electronic media in 2002 and began to grant permanent licenses for the establishment and operation of electronic media stations to the private sector, it has been reluctant to grant such licenses to owners of existing media in Pakistan. The Federal Government has commonly cited the Pakistan Electronic Media Regulatory Authority Ordinance, 2002 as the basis upon which owners of existing media enterprises may not be granted a broadcast media, distribution service or CTV license. The Federal Government maintains that the PEMRA Ordinance, 2002 contains a prohibition on the grant of such licenses existing media owners may be issued with a broadcast (or other electronic media) license.

After three years of deliberation, the National Assembly finally passed the PEMRA Bill in February 2007. This bill has not yet come into force as it still awaits Presidential assent.

This document attempts to highlight key areas in which the PEMRA Bill seeks to amend the PEMRA Ordinance, 2002 and the effect of such amendments on existing or potential media owners in Pakistan.

Analysis of Selected Provisions of the PEMRA Bill

Ambit of the Pakistan Media Regulatory Authority (PEMRA):

- The PEMRA Bill seeks to widen the ambit of the PEMRA Ordinance, 2002 as it allows for PEMRA to regulate the establishment and operation of all "electronic" media as opposed to merely "broadcast" media. "Electronic media" covers both broadcast media and distribution services. This effectively gives PEMRA complete control over the supply and dissemination of information through electronic media.
- In addition, PEMRA may now regulate the distribution of foreign and local television and radio channels in Pakistan. This of course, is an extremely wide-ranging clause as it not only allows for PEMRA to regulate the presence of local and foreign television and radio channels, but also the distribution of the same.
- To sum up, PEMRA will be responsible for issuing licenses to international and national scale broadcast and cable television stations, for provincial scale broadcast and cable television stations, for local area community based radio and television broadcast stations, for specific and specialized subject broadcast and cable television stations, for distribution services for the same, and for any up linking facility (including teleporting and DSNG's).
- Furthermore, under Section 18, PEMRA may further sub-categorize the above categories "as it may deem fit." This is an extremely ambiguous conferral of power as the Bill makes no mention of any criteria that PEMRA must apply or refer to when creating such sub-categories. As such, it may lead to complete arbitrary and ad hoc use of power. For example, recently, upon perusing the PEMRA website, we discovered that PEMRA had indeed sub-categorized the category of "up linking facility." No notification of such a change in the Rules or Regulations (as promulgated by PEMRA) has been communicated to the public or been published in the official gazette. These categories seem to have

suddenly emerged on the website and on the website alone. Do they have the force of law? No one is certain, but it appears that applicants are expected to abide by them.

- Section 19(2) of the PEMRA Bill allows PEMRA to determine the number of licenses to be issued in each category or sub-category mentioned above. Once again, this is an absolute power and PEMRA is not obliged to conform to any principles of equality, fairness, due process etc., in determining the number of licenses to be issued. This may perpetuate the current scenario wherein certain existing media owners have been granted a license/temporary up linking permission by PEMRA whereas others have not, and no valid reason has been ascribed by PEMRA for such discrimination. This Section legitimizes PEMRA's ad hoc grant of licenses and provides it with a cop out in instances where the Federal Government is reluctant to issue a license to certain media owners, but not to others.
- Section 32 of the PEMRA Bill gives PEMRA the ability to grant exemptions from any provisions of the Ordinance, in instances where PEMRA is of the view that the exemption serves the public interest. Under the PEMRA Ordinance, 2002, any exemptions so made must be "based on guidelines and criteria identified in the rules" and further provides that "such exemptions shall be made in conformity with the principles of equality and equity as enshrined in the constitution." Interestingly, the PEMRA Bill removes these requirements, thus leaving it open for PEMRA to grant exemptions without adhering to prescribed guidelines or rules of fairness.
- Section 39(2) (c) of the PEMRA Bill enables PEMRA to prescribe standards and measures for the establishment of broadcast media stations and installation of equipment.
 - The PEMRA Bill purports to introduce Section 39(2) (d), which provides that PEMRA and the government will jointly prescribe terms and conditions for broadcast media and/or distribution service operators who own, control or operate more than one media enterprise. The PEMRA Bill is silent as to what sort of terms and conditions it is authorized to prescribe from time to time and does not provide a general framework of rules and regulations that licensees can expect to abide by.
- The PEMRA Bill also introduces Section 39(2) (e) which states that PEMRA and the government must jointly define the circumstances constituting undue concentration of media ownership and abuse of powers and anti-competitive practices by media companies. Once again, no further clarification has been given on the kind of criteria that PEMRA and the government will rely on in order to determine whether anti-competitive practices are taking place. As such, the definition of "undue concentration" is left to the government's discretion.

The Problem of Cross-Media Ownership:

- The clause in the PEMRA Ordinance, 2002 which has been seen by the government as restricting cross-media ownership is Section 23(2) which reads "In granting a license, the Authority shall ensure that open and fair competition is facilitated in the operation of more than one media enterprise in any given unit of area or subject and that undue concentration of media ownership is not created in any city, town or area and the country as a whole." The PEMRA Bill supplements this clause by adding "Provided that if a licensee owns, controls or operates more than one media enterprise, he shall not indulge in any practice which may impede fair competition and provision of level playing field."

The clause now explicitly provides that existing media owners may be granted a broadcast or distribution service license, provided that they do not behave anti-competitively or form a monopoly. Whilst this is a welcome addition to the Ordinance, there is still no criteria according to which anti-competitive behaviour may be established, and nor is there any indication of what "any practice which may impede fair competition" is. As such, it will fall solely upon PEMRA and its discretion to determine what constitutes anti-competitive behaviour.

- In the past, the government's solution to the ban on cross-media ownership seems to have been to grant temporary up linking permissions to existing media owners to establish and operate broadcast television channels and/or stations. Under the existing legal regime, PEMRA has manipulated the PEMRA Ordinance, 2002 to grant temporary uplink permissions to existing media owners in Pakistan for the purposes of establishing a broadcast television station or channel whereas clearly, the PEMRA Ordinance, 2002 does not envisage the granting of this temporary uplink permission for the sake of establishing a broadcast station – it is merely an uplink permission for already established broadcast or cable television stations (such as the BBC or CNN etc) who desire to obtain a short-term permission to uplink to a satellite.
- The PEMRA Bill proposes to add a new Section 31 to the PEMRA Ordinance, 2002. This clause deals with up linking facilities and provides that "no person shall carry out up linking without a valid teleport or satellite television license from the Authority." Section 31(2) goes on to state that "The Authority may, subject to fulfillment of such conditions, as may be prescribed, issue permission in writing to a party to carry out temporary up linking from a ground transmission facility to a satellite in order to transmit any programme within or outside Pakistan." The PEMRA Bill does little to remove the difficulties posed by the PEMRA Ordinance, 2002. Whilst it does expressly allow for PEMRA to issue an up linking permission to any party whatsoever (whereas the PEMRA Ordinance, 2002 only allows for existing broadcast or cable television stations to be granted such a permission), it still does not go far enough in allowing persons who are granted this permission to actually establish a broadcast television station or channel on the basis of a temporary uplink permission. Furthermore nowhere in the primary or the secondary legislation, does it state what the duration of such a temporary permission is or what conditions need to be fulfilled by the potential applicant to avail of this permission. As such, it is an arbitrary and sweeping power granted to PEMRA to issue temporary permissions and it still does not validate, legitimize or legalize stations that are established primarily on the basis of this temporary uplink permission.

Powers of Inspection and Seizure of Licensee's Equipment:

- PEMRA has widespread powers to inspect a licensee's premises and equipment at any time and to confiscate or seize a licensee's equipment if it deems fit.
- Section 29 allows for any of PEMRA's officers to enter into a licensee's premises for the purposes of inspection, without any forewarning. The PEMRA Ordinance, 2002 provided for such a power, but stated that such a power may only be used upon the provision of "reasonable notice." The PEMRA Bill seeks to do away with the requirement of "reasonable notice" and allows PEMRA officials to conduct random searches.

- Furthermore, the Section 29(4) of the PEMRA Bill allows for PEMRA to authorize any of its officers to undertake "investigation, in the manner it may prescribe, in any matter..."
 - Section 29(5) does away with the requirement for PEMRA to issue a show cause notice to the licensee before seizing its equipment or sealing its premises.

Regulation of Content:

- The PEMRA Bill confers a new right onto PEMRA, namely, the right to devise a code of conduct for programmes and advertisements which licensees shall comply with (Section 19(5)).
- Section 20(c) of the PEMRA Bill expands on Section 20(c) of the PEMRA Ordinance, 2002 and provides that not only must licensees ensure that all programmes and advertisements do not contain or encourage violence, terrorism, racial, ethnic or religious discrimination, sectarianism, extremism, militancy, hatred, but also that they do not contain or encourage pornography, obscenity, vulgarity, "or other material offensive to commonly accepted standards of decency." This clause is extremely vague and is not rooted in any tangible criteria. As a result, this section (in the form to be found in the PEMRA Ordinance, 2002) has been used as the pretext for PEMRA to issue circulars to electronic media owners requiring them to prohibit the airing of programmes which deal with the issue of Kashmir, the reporting of national tragedies and incidents, and most recently, of any programmes reporting the proceedings of the Supreme Judicial Council or "any programmes concerning issues pending before the Council" in the case of the referral against the Chief Justice of Pakistan.
- Section 20(f) of the PEMRA Bill requires licensees to appoint an in-house monitoring committee "under intimation by the Authority" to ensure compliance with PEMRA codes of conduct.
- The PEMRA Bill inserts a new Section 27, under which PEMRA may prohibit any broadcast media or distribution service operator from broadcasting or distributing any programme or advertisement if PEMRA is of the opinion that it violates any part of Section 20(c) of the PEMRA Bill.

Is PEMRA Violating Freedom of Expression?

The government of Pakistan has been taking measures to gag media through the support of Pakistan Electronic Media Regulatory Authority (PEMRA). Opposition parties are against this measure and urging the government to abstain from taking these kinds of measures. According to the opposition parties, this step will only and only strengthen non-democratic forces in Pakistan. What are the limits of media? How can media have its freedom of expression? Can PEMRA define the limits of media?

Is PEMRA sufficient to control the private media?

- Many analysts are having this ambiguity that can PEMRA give sufficient directions to the media while covering this recent Iran- Saudi Arabia conflict and tension going on. Media know its job and PEMRA cannot at all tell the media as to how to cover the issues and from which angle!
- PTI lawmaker stated an incident when a TV anchor person has been given a slap along with a fine of Rs100,000. Where was PEMRA at that time? If this situation will go on then this trend will become one of the dangerous trends for the media persons. Experts are of this view that PEMRA and government want to curb freedom of expression of the media.

Solutions

- The Government should give a detailed explanation that what needs to be done. All parties should be on the same page regarding freedom of expression of the media.
 - If it comes to the coverage of Riyadh-Tehran confrontation, then media should be trying to give its coverage that has to be in line with the constitution.
 - It should be the duty of media to be much careful while they ever comment about Pakistan's relations with its friendly countries.
 - As has recently issued a directive to all of the TV channels so that they can show caution whenever they will be discussing the tension going on between Saudi Arabia and Iran. So yes media need to be a little bit careful!
 - Media should avoid sect based discussion.
- Media and PEMRA should go side by side. Both of them should know their duties properly. No one should overtake each other. Media being the 4th pillar of state should be given some space to raise its voice and opinion.

Role of PEMRA in Current Scenario (CSS-2016)

Pakistan Electronic Media Regulatory Authority (PEMRA) was promoted by the government as an open media policy reform and was fortified with strong regulatory teeth but it is in reality one of the major hurdles to press freedom in the country.

The establishment of PEMRA was initiated in 2000 through the formation of the Regulatory Authority for Media Broadcast Organizations which was mandated to improve standards of information, education and entertainment; expand the choice available to the people of Pakistan in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sport, drama and other subjects of public and national interest; facilitate the devolution of responsibility and power to grass roots by improving the access to mass media at the local and community level; and lastly, to ensure accountability, transparency and good governance by optimizing the free flow of information.

Many pro-democratic campaigners consider this four-point mandate to be a solid foundation supporting democracy processes and comprehensive media liberalization. However, the general opinion among media practitioners is that PEMRA only acted as a license issuing office that has implemented regulatory barriers for broadcaster. "It is a Bhatta (means money extortion in Urdu) body that collects money from broadcasting operators in a legal way. Nothing more can be expected."

The PEMRA laws were utilized by the Musharraf regime in his attempts to tame the media. Some stations were shut down and some were under severe harassments using these laws. The 12-member authority was dominated by bureaucrats and ex-police officers – a phenomenon that had been partly changed after the assumption of office by the present government. However, media activists are still not comfortable with the composition of the 12-member committee where they highlight the need of a greater representation from the media itself. Regulation of the TV and Radio should be through the participation and representation of the stake holders. What must happen is the restructuring of the Board of PEMRA with independent eminent people. It is still full of bureaucrats and ex-policemen, so there you find lack of ownership.

The role the Pakistan Electronic Media Regulatory Authority (PEMRA) must be activated in a practical manner. Since PEMRA lacked the capacity to monitor news channels 24/7

therefore media consumers must be educated on how to response and complaint in case of any lack of responsibility on the part of a media channel.

PEMRA has failed to regulate anything because PEMRA's own behavior was politicized by the on-going governments. Without proper media regulatory authority media is a bull in china shop and to take this bull by horns an independent media authority is prerequisite. PEMRA cannot work independently under the Ministry of Information and Technology because under the banner of this ministry PEMRA will only behave according to the wishes of the government. It should work independently like other regulatory authorities so that it cannot be politically influenced by the government or other political parties.

Code of Conduct 2015

According to the 24-point notification, the electronic media has been asked to ensure not to air any such material which is against the Islamic values, ideology of Pakistan or founding fathers of the nation, including the Quaid-i-Azam and Dr Allama Muhammad Iqbal. Moreover, the Electronic Media Code of Conduct 2015 shall replace the existing Code of Conduct for media broadcasters and cable TV operators.

Following is the text of the amendments' notification: In the said Rules for Schedule-A, the following shall be substituted, namely: "Schedule-A [see rules 2(1)(f) and 15(1)] CODE OF CONDUCT FOR ELECTRONIC MEDIA - 2015

1. Short title and commencement

This code may be called the Electronic Media (Programmes and Advertisements) Code of Conduct, 2015. (2) It shall come into force at once.

2. Definitions

(1) Unless there is anything repugnant in the subject or context,

- a) Aspersions means "spread false and harmful charges against someone; attack the reputation of a person with harmful allegations". However, a fair comment does not mean aspersion
- b) "Content" includes programmes and advertisements;
- c) "Conflict zone" means the area where law enforcement agencies or armed forces are employed for operation to maintain writ of the state;
- d) "Current affairs programme" means a programme that contains explanation and analysis of current events and issues;
- e) "Footage" includes material telecasted by a broadcaster;
- f) "Foreign content" means a content that is produced under direct or indirect creative control of foreigners, foreign companies or foreign broadcasters;
- g) "Foreigner" shall have the same meanings as assigned to it under the Foreigners Act, 1946 (XXXI of 1946) or any other law for the time being in force;
- h) "Indecent" shall have the same meanings as assigned to it in the Indecent Advertisements Prohibition Act, 1963 (XII of 1963) or any other law for the time being in force;
- i) "Ordinance" means Pakistan Electronic Media Regulatory Authority Ordinance, 2002 (XIII of 2002);
- j) "Propaganda" means dissemination of any doctrine, rumour or selective information to promote one sided views on any controversial issue, except in public interest, and of public importance.
- k) "Proscribed organization" shall have the same meaning as assigned to it under the Anti-Terrorism Act, 1997 (XXVII of 1997) or any other law for the time being in force;

- l) "Sectarian" shall have the same meaning as assigned to it under the Anti-Terrorism Act, 1997 (XXVII of 1997) or any other law for the time being in force;
 - m) "smoking" shall have the same meaning as assigned to it under the Prohibition of Smoking and Protection of Non-Smokers Health Ordinance, 2002 (LXXIV of 2002) or any other law for the time being in force;
 - n) "Terrorism" shall have the same meaning as assigned to it under the Anti-Terrorism Act, 1997 or any other law for the time being in force; and
 - o) "Terrorist" shall have the same meaning as assigned to it under the Anti-Terrorism Act, 1997.
- (2) Words and expressions used but not defined herein shall, unless the context otherwise requires, have the same meanings assigned to them in the Ordinance, the rules and regulations made thereunder.

3. Fundamental Principles

The license shall ensure that:

(1) No content is aired which -

- a) is against the Islamic values, ideology of Pakistan or founding fathers of the nation including Quaid-i-Azam and Dr. Allama Muhammad Iqbal;
- b) incites or condones dislodgement of democratic setup against the command of the constitution of Pakistan, provided that discussions on improvement of democracy shall constitute a fair comment.
- c) includes a call to arms against the Federation of Pakistan or anything against the integrity, security and defence of Pakistan;
- d) passes derogatory remarks about any religion, sect, community or uses visuals or words contemptuous of religious sects and ethnic groups or which promotes communal and sectarian attitudes or disharmony;
- e) contains anything indecent, obscene or pornographic.
- f) contains abusive comment that incites hatred and contempt against any individual or group of persons, on the basis of race, caste, nationality, ethnic or linguistic origin, colour, religion, sect, gender, age, mental or physical disability;
- g) is in violation of copyrights or other related property rights as protected under any law for the time being in force;
- h) is likely to incite, aid, abet, glamorize or justify violence, commission of any crime, terror or leads to serious public disorder;
- i) is known to be false; or there exist sufficient reasons to believe that the same may be false beyond a reasonable doubt;
- j) contains aspersions against the judiciary or armed forces of Pakistan;
- k) amounts to intimidation, blackmail or false incrimination of any person;
- l) is defamatory as defined in the law for the time being in force; or
- m) depicts behaviour such as smoking, alcohol consumption, narcotics and drug abuse as glamorous or desirable: Provided that where showing of smoking, alcohol consumption, narcotics and drug use is necessary for dramatic or educational purposes, a clear warning as to injurious effects of the same shall also be shown simultaneously.

(2) Without prejudice to any other restrictions in this regard, while reporting the proceedings of the Parliament or a Provincial Assembly, such portion of the proceedings as the Chairman of Senate, the Speaker of National Assembly or, as the case may be, Speaker of the Provincial

Assembly may have ordered to be expunged, shall not be broadcast or distributed and every effort shall be made to release a fair account of the proceedings.

(3) Statements of proscribed organizations or their representatives or members shall not be aired unless such statement is an admission which maybe in the larger public interest for exposing ideology, abuse of religion or barbarianism provided always that such broadcast does not in any way aid, abet, glorify or give excuse to their means and ways in any shape or form.

(4) Private behaviour, information, correspondence and conversation should not be brought into public domain unless there is a public interest that outweighs the protection of privacy.

4. News and Current Affairs Programmes.

The licensee shall ensure that:

1. News, current affairs or documentary programmes shall present information in an accurate and fair manner.
2. Any political or analytical programme, whether in the form of a talk show or otherwise, shall be conducted in an objective manner ensuring representation of the concerned parties and the guests shall be treated with due respect.
3. Programmes on sub judice matters may be aired in informative manner and shall be handled objectively: Provided that no content shall be aired, which tends to prejudice the determination by a court, tribunal or any other judicial or quasi-judicial forum.
4. News shall be clearly distinguished from commentary, opinion and analysis.
5. Unnecessary details and footages of gory scenes including bloodshed and dead bodies shall not be aired.
6. Content based on extracts of court proceedings, police records and other sources shall be fair and correct.
7. In talk shows or other similar programmes, the licensee and its employees shall ensure that
 - a) information being provided is not false, distorted, or misleading and relevant facts are not suppressed for commercial, institutional or other special interests;
 - b) the programme is conducted in an objective and unbiased manner;
 - c) programme does not debase or demean a person or group of persons; and
 - d) does not intrude into private life, grief or distress of individuals unless such individual is a public figure and such intrusion is justified in the public interest.
8. Any personal interest of a reporter or presenter which may call into question due impartiality of the programme shall be disclosed prior to airing of the programme through an appropriate disclaimer.
9. News or any other programme shall not be aired in a manner that is likely to jeopardize any ongoing inquiry, investigation or trial.

5 Editorial Oversight

The licensee shall ensure that its representatives, hosts and producers of the programme shall discuss and review the contents of the programme prior to programme going on air/being recorded, and ensure that its contents conform to, in letter and spirit, this Code of Conduct.

6. Programming Mix and Live Coverage.

No licensee shall broadcast any live programme unless there is an effective delaying mechanism put in place in order to ensure effective monitoring and editorial control in conformity with this Code.

7. Conflict of Interest

The Licensee shall ensure that all those responsible for content development do not take prior advantage of information gained in the course of their professional duties for private gain, including but not limited to programs relating to stock market and financial matters. Its functionaries, particularly those who are responsible for content design do not indulge in plagiarism and where content is borrowed from another source, appropriate credit shall be given to such source.

In all programmes where facts and figures are referred to, the source thereof should be quoted for the purpose of credibility of programmes. In case of no known source, appropriate clarification shall be made by the hosts.

8. Coverage of Incidents of Accidents, Violence and Crime

The licensee shall ensure that

1. Coverage of incidents of accidents, violence and crime shall not incite, glamorize or in any way promote violence or anti-social behaviour and such coverage does not prejudice the success of an ongoing security operation.
2. Appropriate warning shall be given upfront for content which may be potentially disturbing or upsetting so as to enable viewers to make an informed choice.
3. Scenes with violence or suffering such as close-up shots of persons brutally tortured or killed shall not be shown.
4. Reporting of incidents of crime, accident, natural disaster or violence does not create hurdles in dispensation of the duties of the law enforcement agencies, rescue agencies, hospitals and doctors, etc.
5. Extreme caution shall be exercised in handling themes, plots or scenes that depict sex offence and violence, including rape and other sexual assaults.
6. Identity of any victim of rape, sexual abuse, terrorism or kidnapping or such victim's family shall not be revealed without prior permission of the victim or victim's guardian where victim is a minor.
7. During any ongoing rescue or security operation, identity and number of victims or other important information shall not be revealed unless the same is warranted by the rescue or security agency-in-charge of the operation.
8. There is no live coverage of any ongoing security operation by the law enforcement agencies and licensee shall air only such information as may be warranted by the security agency in-charge of the operation.
9. Licensee shall not air head money or bounty other than announced by the competent authority.
10. Licensee shall ensure that coverage of the activities in conflict zone are carried out in accordance with the guidelines issued by the concerned law enforcement agencies.
11. Licensee shall not air speculative or biased reporting that may compromise the any security operation.
12. Licensee shall ensure that any of its reporter, camera man or other crew does not enter the area where security operation is being carried out without prior permission of the security agency in-charge of the operation.
13. Licensee shall provide necessary protection gear and training to its reporters, camera men and other crew deployed for coverage of any crime incident or conflict zone.

9. Re-enactment

1. Dramatic re-enactment shall ensure same rigors as required for a factual programme reporting crime. Re-enactment of any sex crime shall not be allowed.
2. Standards in respect of entertainment programmes, relating to obscenity and gory scenes shall apply to such re-enactment also.

10. Religious tolerance and harmony

Licensee shall ensure that

1. the programmes aired by it do not contain any derogatory statement or visual which is likely to lead to bias, hatred or disharmony with reference to any religion, sect, community or ethnic group
2. beliefs and practices of any faith are described accurately when discussed and interfaith harmony is promoted at all times
3. no programme or comment is aired which incites or condones acts of violence and encourages violation of law in the name of religion, sect, community or ethnic group or any other pretext.

11. Privacy and personal data protection

The licensee shall ensure that

1. Door stepping for factual programmes does not take place unless a request for an interview has been refused and door stepping is warranted by identifiable public interest. **Explanation.** Door stepping means the filming or recording of an interview or attempted interview with someone or announcing that a call is being filmed or recorded for broadcast purposes without any prior warning.
2. No interviews are conducted or attempted to be conducted without consent of the interviewee, save in public interest.

12. Protection of children

1. Programmes and advertisements meant for children shall not-
 - a) be presented in a manner which may be disturbing or distressing to children or which may in any way adversely affect their general well-being;
 - b) be frightening or contain violence; or
 - c) be deceptive or misleading or against commonly accepted social values;
 - d) The licensee shall include appropriate warning through a disclaimer before airing any content that may not be suitable for children.
2. Due care must be taken over the physical and emotional welfare and the dignity of persons under eighteen years of age who take part or are otherwise involved in programmes. This is irrespective of any consent given by the participant or by a parent, guardian or other person over the age of eighteen years in loco parentis.

13. Abusive or vulgar language shall be prohibited

1. If an abuse takes place that contains language or gesture that is considered apology worthy by the licensee and its representative, the representative must ask the guest to apologize immediately after the offense has taken place.

14. Advertisements

It would be responsibility of the Licensee that

1. Advertisements shall be in conformity with the laws for the time being in force.
2. Advertisements intended for children shall not directly ask the children to buy the product.

3. Advertisements shall not promote obscenity, violence or other activities harmful to human health or property.
4. Advertisements of any alcoholic beverages, tobacco products, illegal drugs or narcotics shall not be aired.
5. Any health related advertisement shall not be aired without prior permission of the Federal Government or Provincial Government, as the case may be, as required under the relevant applicable laws and the advertisement so aired after obtaining necessary permission shall strictly comply with the terms and conditions of the permission.
6. Advertisements of lotteries, gambling or betting as prohibited under Pakistan Penal Code (Act XLV of 1860) or any other law for the time being in force shall not be aired.
7. A licensee shall not advertise or promote black magic, quackery or superstition.
8. Exploitation of religious or nationalistic sentiments and use of religious or national symbols and anthem purely for the purposes of promotion of a product or any quality in such product shall be prohibited.
9. Advertisements shall be readily recognizable as such and kept separate from programmes.
10. Advertisements in the form of subtitles, logos or sliding texts shall not exceed a maximum of one tenth of the whole screen.
11. Advertisements relating to telemarketing, tele-shopping or other offers to make phone calls shall conspicuously identify the applicable charges inclusive of all taxes.

15. Responsibility for Advertising

1. Licensee shall be held liable for airing of illegal or prohibited advertisements.
2. A sponsor, advertiser or other authority shall not influence the content of a programme in such a way as to impair the responsibility and editorial independence of the broadcaster.

16. Programmes and Advertisements to Comply with the Local Laws

Licensee shall ensure that

1. Programmes and advertisements comply with the laws for the time being in force.
2. Where prior permission for airing of any advertisement or programme is required to be obtained under any law, such advertisement or programme shall not be aired unless requisite prior permission has been obtained.

17. Monitoring Committee

1. Licensee shall comply with this Code and appoint an in-house monitoring committee under intimation to the PEMRA to ensure compliance of the Code.

18. Errors and Corrigendum

Where any false news or information is aired, the licensee shall acknowledge and correct it on the same medium without any delay in the same manner and magnitude as that of the false news or information was aired. The corrigendum shall be aired at appropriate time.

19. Facts and Opinion

The licensee shall ensure that:

1. If during a talk show or news show a guest makes or asserts an opinion that is presented as a fact, on a serious issue, the channel and or its representative must intervene and protect the audience by clarifying this is an opinion and not a fact.
2. If the host/moderator is giving his or her own opinion, he or she must clarify also that this is a personal opinion and not a fact.

20. Responsibility for Compliance and Training of Employees.-

1. It shall remain the sole responsibility of the Licensee to ensure that the content aired by it complies with the Code.
2. Licensee shall arrange for regular training of its employees that may be helpful in performing their duties better.

21. Public Interest.

A programme may be considered in the public interest if it:

- i. Exposes or detects crime;
- ii. Exposes significant anti-social behaviour;
- iii. Exposes corruption or injustice;
- iv. Protects people's health and safety;
- v. Prevents people from being misled by any statement or an individual or organization; or
- vi. Discloses information that assists people to better comprehend or make decisions on matters of public importance.

22. Airing of any Allegations etc.-

1. Licensee shall not air any allegation against any person or organization unless the licensee has credible information justifying such allegation and a fair opportunity to defend such allegation has been provided to the person or organization against whom allegation is being leveled.
2. Where a serious allegation has been made by a guest and the accused is not available despite reasonable effort, the licensee shall adhere to the principle of innocent unless proven guilty, and the channel's representatives will, to the best of their ability, represent the accused point of view and defense.
3. Licensee shall ensure that reasonable opportunity of defense and reply is provided to any person or organization against any allegation leveled against such person or organization.
4. With regard to serious accusations, the licensee shall not allow any deceptive or misleading mode or manner to portray any material as evidence of wrongdoing or that which is otherwise not evidence at all.

23. Hate Speech.-

1. Licensee shall ensure that hate speech by any of its employees or any guest in a programme is not aired.
2. The licensee shall not relay allegations that fall within the spectrum of hate speech, including calling someone anti-Pakistan, traitor, or anti-Islam.
3. Where hate speech is resorted to by any guest, the channel and its representative must stop the participant and remind him and the audience that no one has the authority to declare any other citizen as a Kafir or enemy of Pakistan, Islam or any other religion. (Explanation: Hate speech includes any expression that may incite violence, hatred or discrimination on the basis of religion, ethnicity, colour, race, gender, origin, caste, mental or physical disability.)

24. Standards of behaviour.-

1. This Code presents the standards to be complied with by all the licensees and it shall always be the sole responsibility of the licensee to ensure the content aired by it is in compliance with the Code of Conduct.

2. This Code represents an affirmative declaration of understanding and compliance with basic values and objectives that licensees, including its employees and officials shall adhere to, and these shall be observed in letter and spirit.

The Press Council of Pakistan (PCP)

The Press Council of Pakistan (PCP), the official watchdog to implement the ethical code of practice for the print media. The PCP was established in 2002 through a presidential ordinance and comprises representatives of the All Pakistan Newspaper Society, the Council of Pakistan Newspapers Editors, the Pakistan Federal Union of Journalists (PFUJ) and government officials and legislators.

In November 2011 the government of Zardari established Press Council of Pakistan in pursuant of Press Council Ordinance, 2002. The main purpose of council is to maintain freedom of the press and administration of Ethical Code of Practice which is attached as a schedule in the Press Council of Pakistan Ordinance, 2002.

Under this Ordinance, Press Council consists of 19 members, including its Chairman. The Chairman is appointed by President of Pakistan in his discretion on the advice of the Prime Minister. The composition of the Council is as under: -

- a) Four members by the All Pakistan Newspapers Society
- b) Four members by the Council of Pakistan Newspapers Editors
- c) Four members by the professional bodies of Journalists
- d) Vice Chairman Pakistan Bar Council
- e) Chairperson or nominee of the Higher Education Commission
- f) One member by the Leader of the House in the National Assembly
- g) One member by the Leader of the Opposition in the National Assembly
- h) One mass media educationist to be nominated by the Council
- i) One woman to be nominated by the National Commission on Status of Women in Pakistan

Though the Ordinance was promulgated in 2002 but only two Chairmen were appointed for a short tenure by the government, without any notification of its members. The first Chairman Mr. Justice Ijaz Yousof Chaudhry served the Council from 03-03-2007 to 06-11-2007. The second Chairman Mr. Justice Javed Iqbal served the Council from 15-11-2007 to 15-03-2009. The credit for appointing the new Chairman and notification of all the members of the Press Council of Pakistan goes to the Zardari government. Now the Council has become fully functional and its first meeting has been held on November 01, 2011. The present Chairman, Raja Muhammad Shafqat Khan Abbasi, assumed the charge of Chairman, Press Council, on September 7, 2011 and immediately met with all the nominated members and other stakeholders in the media. The establishment of Press Council is a step towards strengthening the fourth pillar of the state i.e. mass media. We all know that the media in Pakistan has assumed the role of a watchdog of all the three other pillars of the state.

The Ethical Code of Practice attached as a schedule of the Press Council of Pakistan Ordinance is formulated for the purpose of its functioning in accordance with the spirit of freedom of Press and promotes high standards of responsible journalism, particularly with regard to addressing the public complaints. In many countries, the Press Councils are actively working as regulatory bodies where public can go to address their grievances against the media.

What is the Press Council of Pakistan?

It is envisaged as a press complaints body to work on a self-regulatory basis, as newspaper

owners, editors and working journalists are all represented in its composition. The PCP is a body created under the Press Council of Pakistan Ordinance 2002 promulgated by the country's former military ruler General Pervez Musharraf.

What is the Composition of the PCP?

It comprises 19 members, including its chairman, who is appointed by the president of Pakistan from amongst retired judges of the Supreme Court (SC) or a person qualified to be a judge of the Supreme Court. Among the other members, four each are nominated by the All Pakistan Newspapers Society (APNS), the representative body of newspaper owners, the Council of Pakistan Newspaper Editors (CPNE) and Pakistan Federal Union of Journalists (PFUJ). The vice-chairman of the Pakistan Bar Council (PBC), the representative body of lawyers, chairperson or nominee of the Higher Education Commission (HEC), two members of the National Assembly nominated one each the prime minister and leader of the opposition, one mass media educationist and a nominee of the National Commission on the Status of Women in Pakistan are the other six members of the council.

Who is the Current Chairman?

Raja Muhammad Shafiqat Khan Abbasi is the current chairman of the PCP. He was appointed to the post by former President Asif Zardari on 7 September 2011. He is the third chairman of the PCP. Former chief justice of Pakistan's Federal Shariat Court Justice Ijaz Yousaf was the first chairman of the council who was appointed on 3 March 2007. He remained chairman of the PCP till 6 November 2007 when he was elevated as a judge of the SC when the existing judges were removed, under emergency rule imposed by the military ruler General Musharraf. Justice Ijaz Yousaf was replaced by Justice Javed Iqbal, one of the SC judges removed by General Musharraf, under emergency rule. He remained head of the PCP till his restoration as an SC judge on 15 March 2009 along with chief justice Ifrikhar Chaudhry. Justice Javed Iqbal has retired from the SC but still heads the Abbotabad Commission, investigating the killing of Usamah Bin-Laden in a US operation on 2 May. Although Ijaz Yousaf and Javed Iqbal held the post for over two years the council could not be made functional. The present chairman is not an SC judge but qualified to be one. He is a lawyer and politician with strong political affiliation with the Pakistan People's Party (PPP).

How will the Council Work?

Any affected individual or institution will give notice to concerned editor or publisher within fifteen days of publication of the matter complained about for appropriate redress. If the complainant is not satisfied with the redress, he could file a complaint with the council, along with evidence in support of the complaint and the response, if any, received from the editor or publisher. An individual complainant will have to provide a deposit of one thousand rupees (around 11 US dollars) while an institution will have to deposit five times more than an individual along with the complaint. If found to be in order, the registrar of the council will send the complaint to a three-member commission of inquiry comprising a retired high court judge or a person qualified to the judge, a nominee of the APNS and another nominated by the CPNE. If the matter is decided in favor of the complainant, the commission may direct the newspaper to publish a retraction, clarification or apology in a manner specified by it. An aggrieved party can file an appeal to the PCP within 30 days from the decision. It will be heard by a committee of five members from the council.

Who will Finance the Council?

The federal government will provide grant-in-aid for meeting the establishment, administration and operating expenses of the PCP. The council may levy a fee from registered newspapers and news agencies in the country for performing its functions. It can also receive grants and donations from within the country and overseas.

What will be the Parameter of Evaluating a Complaint?

All complaints will be evaluated against the Ethical Code of Practice given in the schedule of the Press Council of Pakistan Ordinance 2002, which resolves to maintain the highest professional and ethical standards of newspapers and news agencies with a view to making them more responsive to the issues and concerns of the society.

Ethical Code of Practice"

The following is the "Ethical Code of Practice" for the newspaper industry and journalists.

1. The press shall strive to uphold standards of morality and must avoid plagiarism and publication of slanderous and libelous material.
2. The press shall strive to publish and disclose all essential and relevant facts and ensure that the information it disseminates is fair and accurate.
3. The press shall avoid biased reporting or publication of unverified material, and avoid the expression of comments and conjecture as established fact. Generalization based on the behaviour of an individual or a small number of individuals will be termed unethical.
4. The press shall respect the privacy of individuals and shall do nothing which tantamount to an intrusion into private, family life and home.
5. Rumors and unconfirmed reports shall be avoided and if at all published shall be identified as such.
6. The information, including picture, disseminated shall be true and accurate.
7. The press shall avoid originating, printing, publishing and disseminating any material, which encourages or incites discrimination or hatred on grounds of race, religion, caste, sect, nationality, ethnicity, gender, disability, illness, or age, of an individual or group.
8. The press shall not lend itself to the projection of crime as heroic and the criminals as heroes.
9. The press shall avoid printing, publishing or disseminating any material, which may bring into contempt Pakistan or its people or tends to undermine its sovereignty or integrity as an independent country.
10. The press shall not publish or disseminate any material or expression, which is violative of Article 19 of the Constitution of the Islamic Republic of Pakistan.
11. The press shall rectify promptly any harmful inaccuracies, ensure that corrections and apologies receive due prominence and afford the right of reply to persons criticized or commented upon when the issue is of sufficient importance.
12. While reporting on medical issues, care must be taken to avoid sensationalism, which could arouse baseless fears or false hopes in the readers. Early research findings should not be presented as though they were conclusive or almost conclusive.
13. Sensationalism of violence and brutalities shall be avoided. All reporting shall be accurate, particularly when court proceedings are covered and an accused person must not be presented as guilty before judgment has been pronounced.
14. In the cases of sexual offences and heinous crimes against children, juveniles and women, names and identifying photographs shall not be published.

15. Confidentiality agreed upon at briefings and background interviews must be observed.
16. The press while publishing findings of opinion polls and surveys shall indicate the number of people, geographical area on which the polls and surveys were conducted, and the identity of the poll-sponsor
17. Any kind of privilege or inducement, financial or otherwise, which is likely to create conflict of interest and any inducement offered to influence the performance of professional duties and is not compatible with the concept of a reputable, independent and responsible press, must be avoided.

Important Points

- The Council is empowered to constitute as many inquiry commissions as may be necessary for the purpose of deciding complaints.
- The inquiry commission should consist of three members to be appointed by the Council, consisting of the following, one retired high court judge or a person qualified to be the judge of the high court a chairman; one nominated by APNS and one nominated by the CPNE.
- According to the procedure, no complaints shall be entertained by the Council unless the complainant has first given a notice to the concerned editor or publisher within 15 days of the publication of the matter complained against for appropriate relief.
- The concerned editor or publisher should take appropriate action on the notice within 15 days of the receipt of notice.
- The complainant, if not satisfied with the relief or response received from the concerned editor or publisher or if no relief or response is given by the editor or publisher, the complainant might, within 15 days of the expiry of the period specified in sub-section (2), file a complaint before the Council, with the evidence in support of the complaint and the response, if any revived from the editor or publisher of the newspaper or news agency in question.
- The complainant should state in the complaint as to how the publication of the matter complained against is objectionable and in violation of the Ethical Code of Practice.
- The complainant, if, an individual would be required to deposit a fee of Rs1,000, and in case of an institution, a fee of Rs5,000 by way of a bank draft in the name of "Press Council of Pakistan".
- If the complaint was found to be in order, the registrar, with the approval of the Council should send the complaint to the concerned commission for inquiry and decision.
- In case, where a complaint is related to the non-publication, then state as to how the non-publication of the material violated the Ethical Code of Practice.
- The commission would fix a date for the hearing of the case by giving notice to the complainant and the respondent.
- An aggrieved party would be free to file an appeal to the Council within 30 days from the decision of the commission.
- The appeal against the decision of the commission would be heard by a committee of five members of the Council constituted by the Council.
- It provides that no member should be appointed either the member of the commission or member of a committee constituted for the hearing of appeal who was directly or indirectly related to the parties or is interested in them.

Head office:

The head office of the Council would be at Islamabad. The sub-offices of the Council, might be established one in each provincial capital. The federal government would arrange buildings and other facilities to establish the head office, the four provincial sub-offices and any other such offices as may be required by the Council and the commission.

Press Council of Pakistan Ordinance 2002

Islamabad, the 26th October 2002

F. No. 2(1)/2002-Pub. — The following Ordinance promulgated by the President is hereby published for general information: —

ORDINANCE NO. XCVII OF 2002.

**AN
ORDINANCE**

To provide for Press Council of Pakistan

WHEREAS it is expedient to provide for Press Council of Pakistan for the purposes hereinafter appearing;

AND WHEREAS Freedom of the press and public awareness is the foundation of democracy and the function of democracy and the principles of accountability depend *inter alia* upon free flow of information and freedom of expression without infringing on national interest;

AND WHEREAS the press must be accountable to society to serve the public need to preserve the rights of the citizens;

AND WHEREAS it is desirable to establish a Press Council of Pakistan as an autonomous and independent body;

AND WHEREAS the President is satisfied that circumstances exist which render it necessary to take immediate action;

NOW, THEREFORE, in pursuance of the Proclamation of Emergency of the fourteenth day of October 1999, and the Provisional Constitution Order No. 1 of 1999, read with the Provisional Constitution (Amendment) Order No. 9 of 1999, and in exercise of all powers enabling him in that behalf, the President of the Islamic Republic of Pakistan is pleased to make and promulgate the following Ordinance:

1. Short title, extent, and commencement-

(1) This Ordinance may be called the Press Council of Pakistan Ordinance, 2002.

1) It extends to the whole of Pakistan.

2) It shall come into force at once.

2. Definitions-

In this Ordinance, unless there is anything repugnant in the subject or context: -

"Chairman" means Chairman of the council;

(b)	"Commission" means an Inquiry Commission constituted under section 9;
(c)	"Council" means the Press Council of Pakistan established under section 3;
(d)	"document" includes any printing, drawing, photography, digital, electronic or other visible representation;
(e)	"editor" means the person who controls the selection of the matter that is published in a newspaper or is circulated or transmitted by a news agency and whose name is specified or printed on the print-line of the publication as editor;
(f)	"Government" means the Federal Government;

(g)	"journalist" means a person who writes, edits, photographs, or makes cartoons or illustrations, for a newspaper;
(h)	"member" means a member of the Council and includes the chairman;
(i)	"newspaper" means any daily or periodical work containing public news or comments on public news and includes such other class of periodical works as the Government may, by notification, in consultation with the Council, declare to be newspaper;
(j)	"news agency" means an establishment which collects and disseminates to the print and electronic media, as well as other consumers news, features, comments, photographs and graphics through wire-service, facsimile or other means of communications;
(k)	"prescribed" means prescribed by rules or regulations made under this Ordinance;
(l)	"publisher" means a person who undertakes or is responsible for, the publication of any book or newspaper or any printed material either on his behalf or on behalf of any other person, organization or company; and
(m)	"Registrar" means Registrar of the Council.

3. Establishment of the Press Council. -

(1)	There shall be established a Council by the name of the Press Council of Pakistan to implement the Ethical Code of Practice, as set out in the Schedule to this Ordinance and to perform such other functions as are assigned to it under this Ordinance or the rules and regulations made thereunder.
2)	The Council shall be a body corporate having perpetual succession and a common seal with power to acquire, hold and dispose of property, both movable and immovable and shall, by the said name sue and be sued.
3)	The head office of the Council shall be at Islamabad. The sub-offices of the Council, may be established one in each provincial capital. The Federal Government shall arrange buildings and other facilities to establish the head office, the four provincial sub-offices and any other such offices as may be required by the Council and the Commission.
4)	The Council shall have its own ancillary professional and secretarial staff to be appointed on such terms and conditions as may be prescribed.
5)	The Council shall make decisions through a majority vote. In case of a tie, the Chairman shall have a casting vote.

4. Financial resources. -

(1)	The Government shall provide grant-in-aid for meeting the establishment, administrative and operating expenses of the Council.
2)	The Council shall have its own budget.
3)	The Government, in consultation with the Council, shall allocate appropriate funds every year in its annual budget to meet the administrative and operating expenses of the Council.
4)	The Council may receive grants and donations from within the country and overseas.
5)	The Council may, for the purpose of performing its functions under this

	Ordinance, levy such fees, at such rates and in such manner, as may be prescribed, from registered newspapers and news agencies.
6)	Any fee payable to the Council under sub-section (5) may be recovered as an arrear of land revenue.

Funds of the Council. -

(1)	All sums received by the Council as fees, grants, donations or subscriptions shall form part of a fund which shall be managed, administered and utilized in such manner as may be prescribed by rules.
2)	The Council shall cause to be maintained such books of accounts and other books in such form and manner as may be prescribed by regulations.
3)	The Council shall appoint an auditor who is a Chartered Accountant within the meaning of the Chartered Accountants Ordinance, 1961 (X of 1961). The accounts of the Council shall also be audited by the Auditor General of Pakistan before the thirtieth day of June each year.

Composition of the Council. -

6. (1) The Council shall consist of nineteen members including a Chairman. The Chairman shall be appointed by the President of Pakistan, in his discretion, from amongst retired judges of the Supreme Court or a person qualified to be judge of the Supreme Court and other members shall be nominated as follows: -

(a)	Four members by the All Pakistan Newspapers Society.
(b)	Four members by the Council of Pakistan Newspaper Editors.
(c)	Four members by the professional bodies of journalists: Provided that none of the organizations mentioned above shall nominate any member from its office bearers, nor any member of the Press Council shall contest an office of the Organization.
(d)	Vice Chairman Pakistan Bar Council.
(e)	Chairperson or nominee of the Higher Education Commission.
(f)	One member by the Leader of the House on the National Assembly.
(g)	One member by the Leader of the Opposition in the National Assembly.
(h)	One mass media educationist to be nominated by the Council.
(i)	One women member to be nominated by the National Commission on the Status of Women in Pakistan.

- 2) The members of Council, excluding the Chairman, shall not be entitled to any salary and shall function in honorary capacity, except out of pocket expenses as may be prescribed. The Chairman shall be entitled to such salary, allowances and privileges as may be prescribed.

7. Nomination of members. -

(1)	All organizations and bodies representing the press and the public as mentioned in section 6 shall send the nominations to the Registrar within thirty days of the commencement of this Ordinance in accordance with such procedure as may be prescribed.
(2)	The Government shall notify within thirty days the names of the persons nominated as members under section 6 and every such nomination shall take effect from the date on which it is notified in the Official Gazette.

- (3) The Chairman shall hold office for a period of three years. No person shall hold office as Chairman for more than two consecutive terms.
- (4) Subject to sub-section (5), (6) and (7) a member shall hold office for a term of three years.
- (5) Any member, including the Chairman, shall be removed by the Government upon the passing of a resolution for his removal by two-third majority of the total strength of the Council on the ground of misconduct, incapacity, and impropriety or moral turpitude.
- (6) The Chairman may resign his office by giving notice in writing to the Council and any other member may resign his office giving notice to the Chairman.
- (7) Where a vacancy is caused due to death, resignation or removal, the vacancy shall be referred to the professional body being represented by the member to replace the member with a suitable representative. The member so nominated shall hold office for the remaining term of the member in whose place he has been nominated. In case of Chairman, the vacancy shall be filled in the manner as provided in sub-section (1) of section 6.
- (8) The Council, subject to rules, shall appoint its Registrar and such officers and servants as it considers necessary for the efficient performance of its functions on such terms and conditions as it may deem fit. The first Registrar shall be appointed by the Federal Government, as possible, after the commencement of this Ordinance.

8. Functions of the Council. –

(1) The Council shall perform the following functions, namely: –

- (i) The Council, while preserving the freedom of the press, shall maintain highest professional and ethical standards of newspapers and news agencies with a view to making them more responsive to the issues and concerns of the society in Pakistan.
- (ii) to help newspapers and news agencies to maintain their independence;
- (iii) to keep under review any development likely to restrict the dissemination of news of public interest and importance;
- (iv) to revise, update, enforce and implement the Ethical Code of Practice for the newspapers, news agencies, editors, journalists and publishers as laid down in the Schedule to this Ordinance;
- (v) to receive complaints about the violation of Ethical Code of Practice relating to newspapers, news agencies editors and journalists;
- (vi) to appoint Enquiry Commissions to decide complaints at the head office, all provincial sub-offices and regions, as the case may be necessary for its proper functioning;
- (vii) to manage the funds and properties of the Council;
- (viii) levy and collection of fees as may be prescribed;
- (ix) control and audit funds of the Council;
- (x) to exercise such control and disciplinary powers over the members and employees of the Council as may be prescribed;
- (xi) to make regulations;

- (xii) to undertake all research relating to the newspapers, including the studies of foreign newspapers, their circulation and impact;
- (xiii) to undertake any additional studies as may be entrusted to Council by the Government; and
- (xiv) to do such other acts as may be incidental or conducive to the discharge of above functions.

(2) The Council shall also act as a shield to freedom of the press. It may receive a complaint by a newspaper, a journalist or any institution or individual concerned with a newspaper against Federal Government, Provincial Government or any organization including political parties for interference in the free functioning of the press.

9. Inquiry Commission. –

- (1) The Council shall constitute as many Inquiry Commissions as may be necessary for the purpose of deciding complaints.
- (2) The Commission shall consist of three members to be appointed by the Council, consisting of the following:
 - (a) One retired High Court Judge or a person qualified to be the judge of the High Court as Chairman.
 - (b) One nominated by APNS, and
 - (c) One nominated by CPNE;
- (3) The Council may constitute Commissions for different regions other than the provincial sub-offices as may be deemed necessary.

10. Procedure in inquiries and making complaints etc. –

- (1) No complaint shall be entertained by the Council unless the complainant has first given a notice to the concerned editor or publisher within fifteen days of the publication of the matter complained against or appropriate relief; Provided that the vacancy shall not prolong more than 90 days and the Council shall coo any member to fill in that vacancy till the concerned organization nominates its nominee.
- (2) The concerned editor or publisher shall take appropriate action on the notice within fifteen days of the receipt of notice.
- (3) The complainant, if not satisfied with the relief or response received from the concerned editor or publisher or if no relief or response is given by the editor or publisher, the complainant may, within fifteen days of the expiry of the period specified in sub-section (2), file a complaint before the Council, along with the evidence in support of the complaint and the response, if any, received from the editor or publisher of the newspaper or news agency in question.
- (4) The complainant shall state in the complaint as to how the publication of the matter complained against is objectionable and in violation of the Ethical Code of Practice.
- (5) The complainant, if an individual shall deposit a fee of rupees one thousand, and in case of an institution, a fee of rupees five thousand by way of a bank draft in the name of "Press Council of Pakistan."
- (6) If the complaint is found to be in order, the Registrar, with the approval of the Council, shall send the complaint to the concerned Commission for inquiry and

	decision.
(7)	In case where a complaint relates to the non-publication then state as to how the non-publication of the material violated the Ethical Code of Practice.
(8)	The Commission shall fix a date for the hearing of the case and shall cause notice of the day fixed to be given to the complainant and the respondent.
(9)	The parties before the Commission shall be allowed to produce evidence and shall be heard either personally or through person authorized by a party in this behalf in writing. On conclusion of the case, the Commission shall pass the order as it deems fit in the circumstances of the case.
(10)	In case the matter is decided in favour of the complaint, the Commission may:
(a)	direct the editor or publisher to publish a contradiction or clarification in the manner and time specified by the Commission;
(b)	direct the editor or publisher to publish an apology for the matter complaint against in the manner specified by the Commission and shall also warn or reprimand the concerned journalist, editor and publisher responsible for such publications;
(c)	make such other direction as may be considered appropriate in the circumstances of the case keeping in view the objectives of this Ordinance.
(11)	The provisions of sub-section (9) shall <i>mutatis mutandis</i> apply to the Council when hearing an appeal.

11. Appeal to the Council. –

1. An aggrieved party may prefer an appeal to the Council within thirty days from the decision of the Commission.
2. The appeal against the decision of the Commission shall be heard by a committee of five members of the Council constituted by the council.
3. No member shall be appointed either the member of the Commission or member of a committee constituted for the hearing of appeal who is directly or indirectly related to the parties or is interested in them.

12. Declaration by the complainant. – The complainant while presenting the complaint, shall make a declaration to the following effect, namely: –

- 2) that to the best of his knowledge and belief, he has placed all the relevant facts before the Council and that no proceedings are pending in any court of law in respect of any matter alleged in the complaint; and
- 3) that he shall inform the Council and the Commission forthwith if during the pendency of the inquiry in any matter alleged in the complaint becomes the subject matter of any proceedings in a court of law.

13. Procedure for filling complaint. –

1. Every complaint made to the Council shall contain a statement in a concise form of the material on which the complainant relies and all contents shall be divided into paragraphs, numbered consecutively, and dates sums and numbers shall be expressed in the figures.
2. In all cases in which a complainant relies on any misrepresentation or blackmailing or fraud, the same shall be stated in the complaint, with dates and items. If necessary.
3. Whoever alleges dishonest, fraudulent, mischievous or malicious intention or falsification by distortion, seduction or misrepresentation the same shall be stated in the complaint?

4. No complainant shall, except by way of amendment, raise any new ground
5. of claim or contain any allegation of fact inconsistent with the previous complaint of the complainant.
6. Every complaint shall be signed by the complainant, provided that where a party by reason of absence or for other good cause is unable to sign the complaint, it may be signed by any person duly authorized in writing by him in this behalf.
7. The Commission or the Council may at any stage of the proceeding pass an order to strike off or amend any matter in any complaint which may be unnecessary or scandalous or which may tend to prejudice, embarrass or delay the disposal of a complaint.
8. The Commission or Council may at any stage of the proceedings allow either party to alter or amend his complaint in such manner and on such terms as may be just, and all such amendments shall be made as may be necessary for the purpose of determining the question in controversy between the parties.
9. Where a complainant fails to comply with the procedure, the Registrar may return the complaint directing the complainant to bring it in conformity with such requirement and re-submit it within such time as he may specify.
10. The Commission, as the case may be, shall dispose of a complaint referred to it within thirty days. If an appeal against the decision of the Commission is preferred to the Council, the Council shall decide the same within sixty days.
14. **Powers of the Council and the Commission. –** (1) For the purpose of the proceedings under his Ordinance, the Council and the Commission may;
 - a) enforce the attendance of any person;
 - b) receive evidence; and
 - c) issue summons for the examination of witnesses.
 (3) The Council or the Commission shall not compel a publisher, an editor or a journalist to reveal the source of information.
15. **Action in case of violation of directions of the Commission or Council. –** Whoever publishes or circulates any matter in contravention of the Ethical Code of Practice or directions of the Commission or Council may;
 - (a) require him to publish an apology promptly on the page specified by the Commission or the Council, as the case may be;
 - (b) issue him a warning to be carried or circulated by the newspaper or news agency concerned promptly and prominently; and
 - (c) ask other newspapers to publish or news agencies to circulate the decision, in case of non-compliance of the decision by concerned newspaper or news agency and recommend to the competent authority to suspend the publication for a specific period not exceeding seven issues or recommend cancellation of the declaration in the event of persistent non-compliance.
16. **Committees of the Council. –** (1) For the purpose of performing its functions under this Ordinance, the council may constitute from among its members such committees for general or special purposes as it may deem necessary and every committee so constituted shall perform such functions as are assigned to it by the Council.
17. **Meeting of the Council and committee. –** (1) The Council or any committee thereof shall meet at such times and places and shall observe such procedure in regard to the

transaction of business at its meetings as may be provided by regulations made under this Ordinance.

(2) The quorum for a meeting of the Council shall be nine members.

18. **Vacancies among members or defect in the constitution not to invalidate acts and proceedings of the Council.** – No act or proceedings of the Council shall be deemed to be invalid by reason merely of the existence of any vacancy, in, or any defect in the constitution of the Council. Provided that the vacancy shall not be prolonged for more than ninety days and the Council may co-opt any member or members to fill in the vacancy till the concerned organization nominates its nominee.

19. **Power of the Council censure.** – (1) where the Council has reason to believe that a newspaper or news agency has offended against any provision of the Ethical Code of Practice, the Council may, after giving the newspaper, or news agency, the publisher, editor or journalist concerned, an opportunity of being heard, hold an inquiry in the matter and, if it is satisfied that it is necessary so to do, it may, for reasons to be recorded in writing, warn, admonish or censure the newspaper, the news agency, the publisher, editor or the journalist or disapprove their conduct.

(2) If the Council is of the opinion that it is necessary or expedient in the public interest to do so; it may require any newspaper to publish therein in such manner as the Council thinks fit, any particulars relating to any inquiry under this section against a newspaper or news agency, a publisher, editor or a journalist working therein, including the name of such newspapers, news agency, publisher, editor or journalist.

(3) Nothing in sub-section (1) shall be deemed to empower the Council to hold an inquiry into any matter in respect of which any proceeding is pending in a court of law.

20. **Annual report.** – The Council shall prepare once every year, giving a summary of its activities during the previous year, and giving an account of the standards of newspapers and news agencies and factors affecting them, and copies therefore, together with the statement of accounts audited in the manner prescribed under section 5, shall be forwarded to the Federal Government and the report shall be published and shall be made available to the Public.

21. **Members, etc., to be public servants.** – Every member of the Council and the commission and every officer or other employee appointed by the Council shall be deemed to be a public servant within the meaning of section 21 of the Pakistan Penal Code, 1860 (XI, V of 1860).

22. **Indemnity.** – No suit or legal proceedings shall lie against the Council or Commission, or any member or employee thereof or any authority or person, in respect of anything done or intended to be done in good faith under this Ordinance or the rules or regulations made thereunder.

23. **Power to make rules.** –

1. The Federal Government may, by notification in the official Gazette, make rules to carry out the purposes of this Ordinance.

24. **Power to make regulations.** –

1. The Council, with the approval of the Federal Government, may by notification in the official Gazette, make regulations not inconsistent with this Ordinance, or the rules made thereunder.

2. In particular and without prejudice to the generality of the foregoing power such regulations may provide for-
- regulating meetings of the Council and any Committee thereof;
 - procedure for conducting meetings of the Council and any committee thereof.
 - procedure for filing of complaint and written statement and issue of notices etc; and
 - regulating the procedure for conducting inquiries by the Commission.

SCHEDULE

(See section 8 (1) (iv))

Ethical Code of Practice

- An Ethical Code of Practice is formulated as under for the press for the purpose of its functioning in accordance with the canons of decency, principles of professional conduct and precepts of freedom and responsibility to serve the public interest by ensuring an unobstructed flow of news and views to the people envisaging that honesty, accuracy, objectivity and fairness shall be the guidelines for the press while serving the public interest in any form of publication such as news items, articles, editorials, features, cartoons, illustrations, photographs and advertisements; etc –
- The press shall strive to uphold standards of morality and must avoid plagiarism and publication of slanderous a libelous material.
- The Press shall strive to publish and disclose all essential and relevant facts and ensure that information it disseminates is fair and accurate.
- The press shall avoid biased reporting or publication of unverified material, and avoid the expression of comments and conjecture as established fact. Generalization based on the behaviour of an individual or a small number of individuals will be termed unethical.
- The Press shall respect the privacy of individuals and shall do nothing which tantamounts to an intrusion into private, family life and home.
- Rumours and unconfirmed reports shall be avoided and if at all published shall be identified as such.
- The information, including picture, disseminated shall be true and accurate.
- The Press shall avoid originating, printing, publishing and disseminating any material, which encourages or incites discrimination or hatred on grounds of race, religion, caste, sect, nationality, ethnicity, gender, disability, illness, or age, of an individual or group.
- The press shall not lend itself to the projection of crime as heroic and the criminals as heroes.
- The press shall avoid printing, publishing or disseminating any material, which may bring into contempt Pakistan or its people or tends to undermine its sovereignty or integrity as an independent country.
- The press shall not publish or disseminate any material or expression, which is violative of article 19 of the Constitution of the Islamic Republic of Pakistan.
- The press shall rectify promptly any harmful inaccuracies, ensure that corrections and apologies receive due prominence and afford the right of reply to persons criticized or commented upon when the issue is of sufficient importance.
- While reporting on medical issues, care must be taken to avoid sensationalism, which could arouse baseless fears or false hopes in the readers. Early research finding should not be presented as though they were conclusive or almost conclusive.

14. Sensationalism of violence and brutalities shall be avoided. All reporting shall be accurate, particularly when court proceedings are covered and an accused person must not be presented as guilty before judgment has been pronounced.
15. In the case of sexual offences and heinous crime against children, juveniles and women, names and identifying photographs shall not be published.
16. Confidentiality agreed upon at briefings and background interviews must be observed.
17. The press while publishing findings of opinion polls and surveys shall indicate the number of people, geographical area on which the polls and surveys were conducted, and the identity of the poll-sponsor.
18. Any kind of privilege or inducement, financial or otherwise, which is likely to create conflict of interest and any inducement offered to influence the performance of professional duties and is not compatible with the concept of a reputable, independent and responsible press, must be avoided.

'Citizens' Media Commission

The term *citizen media* refers to forms of content produced by private citizens who are otherwise not professional journalists. Citizen journalism, participatory media and democratic media are related principles.

Citizen Media Commission

In December 1997 a small group of concerned citizens met in Islamabad and formed the Citizens' Media Commission of Pakistan with the former Chief Justice of Pakistan Dr. Nasim Hasan Shah as Chairman and Mr. Javed Jabbar, former Information Minister of Pakistan, as Convenor. The aim was to enhance citizens' capacity to effectively address their relationship with media for the goal of building a just and equitable global society. From 1998 to 2004, the Commission has functioned as an informal body, which has nevertheless functioned as an advocacy group and has focused on observing 14th February of each year as "electronic media freedom day". It has also published three monographs on media and has monitored media issues.

A Citizens' Media Commission of Pakistan was established in December 1997 to conduct advocacy for the establishment of free and independent electronic media. The date on which the EMRA Ordinance was promulgated i.e. 14th February was observed in 1998 and 1999 as "Electronic Media Freedom Day". The Commission also conducted a number of activities across Pakistan to mobilize public support and to pressurize the Government to introduce private electronic media.

In Pakistan, the first-ever attempt to permit a fully privately-owned FM Radio Station and TV channel system to be established was made during the second Government of Prime Minister Mohtarma Benazir Bhutto in the 1993-96 period.

On the basis of a summary moved by the Ministry of Information and Broadcasting in 1995, approval was afforded by the "competent authority" without inviting bids or tenders from the public or interested parties to one particular private party to establish and operate the first-ever FM radio channel and the first-ever private TV channel system (known as the *Multi-Modal Distribution System, MMDS*) in the country, on the basis of exclusivity and in perpetuity.

On learning of this unprecedented action that violated the fundamental rights of citizens to have fair and equal access to the air-waves, Javed Jabbar and Dr. Mubashir Hassan, as private citizens, submitted a Constitutional Petition under Article 184 (c) to the Supreme Court calling for a cancellation of this discriminatory contract and requested the Court to direct the Federal Government to establish a system and a process by which licenses for private electronic media could be obtained by citizens through an open, transparent and fair process.

After listening to the Petitioner/s in person, and to the Legal Counsel of the Respondents, a Bench of the Supreme Court headed by the then-Chief Justice, Mr. Justice Sajjad Ali Shah, admitted the Petition for regular hearing in May 1996. A total of three hearings were held on the issues of public interest for the first time. The Petition was subsequently overtaken by events but remains pending in the Supreme Court for final disposal.

In November 1996, after the dismissal of the second Government of Prime Minister Mohtarma Benazir Bhutto, the Caretaker Government established by President Farooq Leghari and headed by Prime Minister Malik Meraj Khalid promulgated the Electronic Media Regulatory Authority Ordinance (EMRA) on 14th February, 1997.

This represented the first-ever law in Pakistan which would enable all eligible citizens and entities to have equal opportunity to obtain licenses for private radio and TV channels.

However, the Government of Prime Minister Nawaz Sharif which took office in the second half of February 1997 did not convert the EMRA Ordinance into an Act of Parliament by 14th June, 1997 i.e. by the four months' deadline under which an Ordinance, if not converted into an Act, automatically lapses. No similar legislation to replace the lapsed EMRA Ordinance was introduced by the Government up to its removal on 12th October, 1999.

The military-led Government of General Pervez Musharraf commenced its tenure with a pledge to introduce private radio and TV stations in Pakistan. During the year 2000, the original EMRA Ordinance was circulated for public opinion and, with some major and minor amendments, was approved, in principle, by the Cabinet on two occasions in 2000 under a new title of "Regulatory Authority for Media Broadcast Organizations (RAMBO) Ordinance". However, this version was not formally promulgated.

Eventually, in March 2002, with a new title i.e. "Pakistan Electronic Media Regulatory Authority Ordinance (PEMRA)", the Government promulgated the law that remains in force as of May 2013. The original Ordinance was amended by the Pakistan Electronic Media Regulatory Authority (Amendment) Act, 2007 (Act No.II of 2007).

Codes of Ethics

Self-Regulation

"Without self-regulation, there can be no real regulation" - Sherry Rehman

Self-regulation is combination of standards setting out the appropriate codes of behaviour for the media that are necessary to support freedom of expression, and process how those behaviors will be monitored or held to account. The benefits of self-regulation are well rehearsed. Self-regulation preserves independence of the media and protects it from partisan government interference. It could be more efficient as a system of regulation as the media understand their own environment better than government (though they may use that knowledge to further their own commercial interests rather than the public interest). As the media environment becomes global (through the development of the internet and digital platforms) and questions of jurisdiction become more complex then self-regulation can fill the resulting gap. It is less costly

to government because industry bears the cost and can be more flexible than government regulation. Self-regulation may also encourage greater compliance because of peer pressure (although there is also evidence that regulation or the threat of regulation is more likely to secure compliance). Self-regulation can also drive up professional standards by requiring organizations to think about and even develop their own standards of behaviour.

The Pakistani press prides itself on being one of the most free in the South Asian region and the Muslim world. Press freedom activists have successfully fought off draconian laws imposed by a series of undemocratic regimes. Television news channels have also made an effective case for self-regulation after the state's quest for control in 2007 backfired. However, despite the fact that various codes of conduct have been drawn up, unethical practices continue to be the norm on TV.

It is this 'public sphere,' that the Constitution of Pakistan, the international community, the UN and organisations such as the Committee to Protect Journalists (CPJ) and Reporters Sans Frontiers are committed to protect. Unfortunately, in Pakistan, in the absence of regulation, media tycoons have co-opted this space and converted it into a 'private space' that caters to their particular business interests. The conflict between Geo TV and the Pakistani military establishment is taking place in this context. It is not about freedom of expression; it is about political power and control by media tycoons who believe that they can overthrow governments. This is why the Nawaz government decided to side with Geo against its own military, why other media groups turned against Geo and the government and why PEMRA was turned into a dysfunctional, impotent body deserving of the contempt with which it is viewed. This is why courts look so partisan, why the military has mobilised all its political support and thrown all its assets into this conflict and why it is so important for genuine journalists, intellectuals and citizens to stand up for what is right, for without this nuanced understanding, we won't find any solutions for the preservation of our hard-won media freedoms which are necessary for instilling democracy in Pakistan.

The issue of media concentration thus assumes huge importance, especially in terms of cross-media ownerships. When any group owns newspapers, magazines and television channels, there has to be a ceiling on the size of the market share, viewership and readership that it can own. The internal structures of media groups and the presence of financial and legal firewalls that prevent undue concentration of authority in one or few hands, are relevant areas of concern for any sensible state. The initial framers of the Pakistani regulatory regime developed during (ret.) General Pervez Musharraf's era, either did not understand these aspects, or were captured by the parties they were supposed to regulate. The cardinal principle of British media discourse is: If one voice becomes too strong, then democracy is at risk. But isn't this what happened in Pakistan after the 2008 elections?

Why do liberal journalists, or most in civil society, fail to grasp these dynamics? Why have they always helped the *seths* by rejecting the idea of regulation? Why have they not allowed the market to develop along the trends of modernity? The answer lies in the peculiar history of the Pakistani media. Most of those who initially joined the newly burgeoning television industry spent their formative years in print journalism. Newspapers and magazines were mostly started by working journalists (some of whom got rich, but most of whom started their careers with a mission in mind and repeatedly struggled against both civil and military authoritarianism), and they brought with them their initial impressions, values and slogans.

But because of the nature of television as a mass medium, its wide-ranging access, expensive technology and large capital investments, its dynamics of control and its relationship with political power are different altogether. Most Pakistani journalists have nevertheless been slow or resistant to grasp these aspects, which has resulted in the total absence of domestic academic discourse on television, which has perhaps played a constricting role. That is why a prominent journalist, a leading voice, was recently heard – after the Geo crisis with the military – speaking vociferously about the days when journalists were sentenced to lashes by the military – an issue which is totally irrelevant in today's Pakistan.

By the '90s, Pakistani newspapers had, like print elsewhere, evolved through their struggle to self-regulate, but there has never been any such tradition or practice in the case of the electronic media. Ofcom in the United Kingdom, Television Without Frontiers (TWF) across Europe and the Federal Communications Commission (FCC) in the United States are powerful, autonomous media regulators. Those who don't understand these aspects of the television industry often argue against the very concept of media regulation – though the insincerity and malafide intentions of Pakistani governments certainly add to their concerns.

In January 2013, the Supreme Court finally appointed a media commission after subsequent petitions by Geo TV and two prominent journalists – Hamid Mir and Absar Alam – who mainly wanted the court to investigate charges of corruption against journalists and issues related to the use of secret funds by the governments. Though its focus was narrower than what it should have been, the Supreme Court nevertheless established an overarching framework of questions for the commission which consisted of Javed Jabbar and Justice Nasir Aslam Zahid. Its terms of reference included several issues raised in the original *Newsline* article. The media commission worked intelligently and produced a comprehensive document with detailed and meaningful recommendations by mid-2013. This was later published by a German think tank, Friedrich Ebert Stiftung (FES), in the form of a book and was widely disseminated. However, to this day, the media commission's report has not been approved or forwarded by the Supreme Court to the government for implementation.

Codes of ethics

For many years self-regulation was deemed to be the professional responsibility of journalists themselves and a variety of attempts have taken place to codify the responsibility of journalists, often through the medium of their professional associations. While various existing codes have some differences, most share common elements including the principles of truthfulness, accuracy, objectivity, impartiality, fairness. The earliest attempts to draft a code of ethics seem to be the Code of Journalistic Ethics adopted by the first Pan-American Press Conference held in Washington in 1926. It was adopted as policy by the Inter-American Press Association at a conference held in New York in October 1950.

The first International Federation of Journalists, established in 1926 but dissolved after the Second World War, took various steps aimed at self-regulation by the profession, including the establishment of an International Court of Honor in The Hague in 1931 and the adoption of a professional code of honor in 1939. Refunded in 1952, it developed a professional ethical code for journalists and adopted a declaration of journalists' duties in 1954, at its Second Congress. Subsequently six journalists' trade unions of the European Community adopted a Declaration of Duties and Rights of Journalists in November 1971. A range of national media institutions have developed their own codes of conduct, for example the Swiss Press Council.

The importance of Freedom of Expression

Freedom of expression has long been regarded as a fundamental right, one which is important in itself and also helps to defend other rights and freedoms. There are three reasons why freedom of expression is so crucial. Firstly it is a human need to be ourselves and have our own identity, and the ability to express ourselves in words, music, dance or any other form of expression is central to the realization of our humanity.

Secondly it is a foundation for other rights and freedoms as without freedom of expression it is not possible to organize, inform, alert, or mobilize in defense of human rights.

Thirdly, as Amartya Sen has persuasively argued it's the pre-condition of social and economic development as transparent and open communications are necessary to ensure economic and social development that benefits everyone.

The importance of the right to freedom of expression is reflected by its widespread protection in international law at the global and regional level. The right is protected in all significant international and regional human rights treaties, including Article 19 of the Universal Declaration of Human Rights (UDHR) and Article 19 of the International Covenant on Civil and Political Rights (ICCPR). It is also protected in regional treaties: by Article 13 of the American Convention on Human Rights; by Article 9 of the African Charter (elaborated by a specific declaration agreed in October 2002); and Article 11 of the European Convention on Human Rights (ECHR). Its significance is uncontested. If it is to be fully realized, however, freedom of expression requires a public dimension—a means of communication—in order to facilitate the exchange of opinions, ideas and information. It follows that free expression activists have focused a great deal of attention on the structure and regulation of the media environment, for it is these that provide the principal platforms for public expression, from books and newspapers to the broadcast media

These codes tend to focus upon certain accepted principles – a respect for truth and for the right of the public to truth; the right to fair comment and criticism; factual and objective reporting; the use of fair methods to obtain information; the willingness to correct mistakes; respecting the confidentiality of sources. These draw upon what is usually regarded as the essential elements of journalism – for example as sketched out by Bill Kovach and Tom Rosenstiel which they define as:

- Journalism's first obligation is to the truth.
- Its first loyalty is to the citizens.
- Its essence is discipline of verification.
- Its practitioners must maintain an independence from those they cover.
- It must serve as an independent monitor of power.
- It must provide a forum for public criticism and compromise.
- It must strive to make the news significant, interesting, and relevant.
- It must keep the news comprehensive and proportional.
- Its practitioners must be allowed to exercise their personal conscience.

The media undoubtedly is the most important pillar of the state and there is almost a worldwide consensus on freedom of expression as an essential ingredient for protecting human liberties and development of the state as a vibrant entity. However freedom of expression does not mean unbridled liberty or a license to act like loose cannons. The exercise of the freedom of expression is contingent upon adherence to the recognized social and professional ethics. In other words freedom with responsibility is the name of the game.

The introduction of the private sector in the field of electronic media and the accompanying freedom of expression is probably the best thing that has ever happened in this land of the pure. While it is heartening to see the media enjoying its freedom and guarding it zealously, it is equally disappointing to see the absence of the component of responsibility. There is a discernible propensity among the electronic channels to scandalize things, resort to blackmailing, rumor mongering, intrusion in the private lives of individuals, glorifying crimes and immoral acts, defiance of social and cultural sensitivities and dabbling in issues which are universally considered to be beyond the domain of the media glare. Issues like security, maligning judiciary and security institutions and promoting fissiparous tendencies like sectarianism which are detrimental to the national cohesion and solidarity; all in disregard to the internationally recognized professional ethics.

The agreement on the code of conduct by the electronic media is indeed a very positive and healthy development in regards to promoting healthy journalism in the country and the resolve of the government and the concerned media bodies to work together for this indispensable national cause. Reportedly it has been agreed that no content will go on air which is against Islamic values, ideology of Pakistan and the founding father and calls for taking up arms against the state or its integrity, security and its defense or is derogatory to any religion, sect or community. The TV channels will also not broadcast anything that is purported to malign judiciary and armed forces, tends to violate copy rights or property rights, glamorizes or justifies violence, crime, terrorism or constitutes black-mail and intimidation to a person. Further the messages of the banned organizations will not go on air. Unnecessary details and footage of gory scenes, bloodshed or dead bodies shall not be aired. In the talk shows no false, distorted or misleading information would be passed on to the public and intrusion into the private lives of individuals would be avoided. Live programmes will ensure an effective delaying mechanism and the identity of victims of rape, sexual abuse, terrorism and kidnapping will not be made public. Similarly identities of the security personnel involved in operations will not be made public. TV channels would avoid airing ads for alcoholic beverages, tobacco products, illegal drugs or narcotics, lotteries, black magic, quackery or superstition. To implement the code the managements of all the TV channels will establish an in-house committee under intimation of PEMRA.

As is evident, the code of ethics is quite comprehensive and takes care of all the cultural, religious and moral values of the society while ensuring freedom of expression and a discernible shift to a self-regulatory mechanism which is prevalent in most of the developed countries. The government and the PBA both deserve appreciation for bringing this about, particularly the government for its unswerving commitment to freedom of expression.

Now that a consensus has been arrived on the code of conduct for the electronic media, I am of the firm view that there is also an urgent need to establish training institutes for the journalists of the electronic media, especially the anchor persons, where they are made abreast of the media ethics and relevant laws as well as professional techniques and practices. These

institutions can either be established by the government or by the collaborative efforts of the electronic channels themselves with adequate support of the government

Frankly speaking It is quite an ordeal to watch the current affair programmes and talk shows, hosted by some uncouth and non-professional anchor persons—barring a few honorable exceptions—yelling at the top of their shrilling voices at the panelists, trying to rub in their own partisan perceptions and getting involved in a debate with them instead of listening to their views on the questions put to them. Being aggressive in approach is well and good but descending into an insulting mode is absolutely non-professional and detestable. They also lack the ability of a professional moderator to control the flow of the arguments as is evident from their nod to the shouting matches among the participants, presenting a spectacle of the shindigs rather than serious forums to discuss national issues; so repulsive to the eyes and jarring to the ears. A professional anchor person and host of such shows would always thoroughly brief the participants about the etiquettes of the discussion before coming on air and also curb his own inclinations to join the melee. Most of the anchor persons are inductees from the print media and are not well conversant with the professional culture of the electronic media and the art of conducting panel discussions or talk shows. Some even have not worked as journalists at all before landing into the arena. That probably is the reason that these shows look more like entertainment stuff than the forums for informative and educative debates. Proper professional training of the journalists working in the electronic channels, therefore, is absolutely necessary to achieve the growth of healthy journalism in the country and strict adherence to the agreed code of conduct.

Media Related Departments /Organizations

The Ministry of Information and Broadcasting

The Ministry of Information and Broadcasting is one of the major Ministries / Divisions of the Government of Pakistan as it deals with a subject of crucial importance. Information and Broadcasting according to the distribution of legislative domain in the constitution is a federal subject. Although the provinces have Departments of Information but they are primarily the publicity organs of the respective provinces. Media licensing or any other policy matter is not part of their responsibility. The Federal Ministry of Information and Broadcasting performs the role of publicity organ of the federal government but its charter, functions and domain concern some very sensitive subjects including media licensing, regulation and freedom of media organizations / journalists. The Ministry had enjoyed monopolistic powers in the past especially in the field of electronic media but the situation is changed and it is faced with increasing competition and criticism by growing media and professional organizations.

The Parliamentary Committees dealing with the subject can thus greatly benefit by interacting with the media / journalists organizations, a list of which is given in this guide.

The Pakistan Electronic Media Regulatory Authority (PEMRA) is currently not under the Ministry administratively but since the subject falls in the category of information and broadcasting it has been included in the list. Another point worth mentioning is that the important subject of Freedom of Information which is not exclusively concerned to the Ministry is relevant and the Parliamentary Committees may interact with organizations dealing with this subject while reviewing the policies of the Ministry.

Ministry and Allied Departments

Structure		
Press Information Department (PID)	Ministry of Information & Broadcasting	PTV
External Policy Wing		Pakistan Broadcasting
Cyber Wing		Shalimar Recording Co
Information Service Academy		Associated Press of Pakistan (APP)
Director General Film & Publications		PEMRA (Autonomous)
Audit Bureau Circulation (ABC)		

Functions

- 1 Policy relating to internal publicity on national matters including the administration of the provisions of the Post Office, Act, 1898, and section 5(1) (b) of the Telegraph Act, 1885, in so far as they relate to the Press.
- 2 Broadcasting including television.
- 3 Production of films on behalf of Government, its agencies, Government controlled Corporations, etc.
- 4 Press relations, including delegations of journalists and other information media. Provision of facilities for the development of newspapers industry.
 - (i) Policy regarding government advertisement; control of advertisement and placement.
 - (ii) Audit of circulation of newspapers.
- 5 Administration of the Newsprint Control
- 6 National Anthem.
- 7 Liaison and coordination with agencies and media on matters concerning Government policies and activities.
- 8 Administration of the Information Group.
- 9 External Publicity.
- 10 Pakistan National Centers.
 - (i) Administration of
 - (a) Pakistan Broadcasting Corporation Act, 1973; and
 - (b) Associated Press of Pakistan (Taking Over) Ordinance, 1961.
 - (ii) Matters relating to:
 - (a) The Pakistan Television Corporation; and
 - (b) The Shalimar Recording Company.
- 11 Training facilities for Radio and television personnel.
- 12 Special Selection Board for selection of Press Officers for posting in Pakistan Missions abroad.

External Publicity Wing

Role and Functions

- Provide professional help to foreign media based in Pakistan
- Arrange interviews of President, Prime Minister, Federal Ministers with foreign media
- Prepare Weekly Projection Report on the performance of EP Wing/Press Officers

- Arrange media coverage of the visits abroad of the President, Prime Minister, Federal Ministers and Pakistani delegations
- Prepare Daily Summary of reports / comments from foreign press
- To counter negative reports about Pakistan
- Provide publicity material about Pakistan
- Provide national newspapers/magazines to the Missions
- Arrange familiarisation trips for journalists to Pakistan
- Facilitate foreign media persons visiting Pakistan for news coverage / documentaries
- Release selected items from foreign media to the national press
- Process International Agreements covering media matters

Cyber Wing

Cyber Objectives

- Consolidating Ministry's IT infrastructure
- Projecting Government policies and programmes
- Providing Pakistani nationals and friends of Pakistan with necessary information
- Countering anti-Pakistan propaganda
- Highlighting and exposing adversaries' weaknesses and vulnerabilities
- Entering psychological war through internet

Pakistan Television Corporation

Pakistan Television Corporation Limited (PTV) is a public limited company. All its shares are held by Government of Pakistan. The decision to establish a general purpose television service with the participation of private capital and under the general supervision of the Government of Pakistan (GOP) was taken in October 1963. Subsequently the GOP signed an agreement with Nippon Electronic Company of Japan, allowing it to operate two pilot stations in Pakistan. The first of these stations went on air in Lahore on 26 November 1964. On the completion of the experimental phase, a private limited company, called Television Promoters Limited was set up in 1965, which was converted into a public limited company in 1967. Television centers were established in Karachi and Rawalpindi/Islamabad in 1967 and in Peshawar and Quetta in 1974. PTV satellite transmission is round the clock. The transmission includes ETV and PTV world transmission.

PTV Divisions

- Programmes
- News
- Current Affairs
- Engineering
- Finance
- International Relations
- Marketing
- Administration & Personnel
- Training Academy
- Operation & Maintenance Engg.
- PTV National

Pakistan Broadcasting Corporation

In 1947 Radio Pakistan started with a small Radio Stations, one at Peshawar and the other at Lahore. Today there are 25 Broadcasting Stations in major cities of Pakistan

Pakistan Broadcasting Corporation Headquarters G-5, Constitutional Avenue, Islamabad, Pakistan, Department

- Director General PBC
- News
- CPs (About Sound Archives)
- Frequency Management Cell
- News and Current Affairs Channel
- Saut ul Quran
- FM 101 (Islamabad)

Operational Focus

To promote and project:

- National Strategic Interests
- Foreign Policy
- Defense & Security
- Economic and Social Development
- Counter Adverse Propaganda

Associated Press of Pakistan

APP, the premier news agency of Pakistan, was established in 1947. It is the successor of Associated Press of India, which was established in 1910, as a subsidiary of Reuter's news agency. Initially APP was run through a Trust titled 'Eastern News Trust', but owing to financial problems, it was taken over by the Government through an Ordinance called "Associated Press of Pakistan (taking over) Ordinance 1961", on 15th June 1961. Recently, through an Ordinance the APP has been made a corporation. Being a state-owned news agency, APP endeavors to collect & disseminate all news that is fit to print and broadcast from within the Country and abroad.

Objectives

- Ensure free and efficient flow of information to the people.
- Project government's policies, activities, development plans and national events.
- Supply of unbiased and reliable news to newspapers, Radio, TV and other national/international news agencies.
- Provide photo service to its subscribers.
- Supply of Economic, Commercial and Sports news, including national and international rates of commodities to its subscribers.
- Supplement government efforts in projecting abroad Pakistan's viewpoint on important political and economic issues through transmission of news to regional and international news organizations and display on APP web-site.
- Encourage high journalistic standards.

Bureaus & Stations

Bureaus

Islamabad	Karachi
Lahore	Peshawar
Quetta	Rawalpindi

Station Offices

Multan	Faisalabad
Hyderabad	Sukkur
Muzaffarabad	

In addition, there is a network of District Correspondents / Stringers all over the country for comprehensive news coverage from remote & far flung areas.

Audit Bureau of Circulation

The Audit Bureau is part and parcel of Ministry of Information and Broadcasting. It has headquarter based at Islamabad and two regional offices at Lahore and Karachi. The Bureau was created in 1956 in the Ministry of Industries to enforce newsprint control. It was transferred to the Ministry of Information & Broadcasting in 1958.

Functions

ABC conducts the circulation audit of newspapers and periodicals on yearly basis and issues certificates of net paid circulation which enable them to get public sector advertisements.

Associations of the Media Owners, Editors and Journalists

A major source of information and critical evaluation of governmental policies are the professional organizations of media owners, editors and working journalists. These include:-

All Pakistan Newspapers Society (APNS)

The All Pakistan Newspapers Society is a premier body of newspapers publishers, which has been headed by such august personalities as Mr. Hamid Nizami, Mir Khalil-ur-Rahman, Mian Iftekharuddin, Mr. Fakhre Matri, Mr. Hamid Mahmood, Mr. Yousuf Haroon, Mr. Mahmood Haroon, Mr. A.G. Mirza, Kazi Mohammad Akber, Mr. Munawar Hidayet Ullah, Mr. K.M. Hamid Ullah and Mr. Anwarul Islam of Pakistan Observer Dacca.

The Pakistan Newspapers Society, a precursor to the APNS, was established in 1950, primarily due to the efforts of the late Hameed Nizami and Hamid Mahmood. It functioned for a number of years but could not receive much support or recognition either from the publishers and advertising agencies in general and the authorities in power in particular. Publishers organizations also functioned in East Pakistan and Karachi but these provincial bodies could not effectively represent the interests of the newspaper industry.

In the year 1953, it was decided to form the All Pakistan Newspapers Society, merging all the existing groups of publishers. It was also decided to establish the headquarters of this organization at Karachi, as at that time the majority of the major publications originated from there. It took some time to be organized on a professional basis. A rented premises for the office was obtained in Farid Chambers, from where it continues to function, paid staff was hired, etc. The organization expanded rapidly with the inclusion of new members from all over the country and was soon able to call itself the *The All Pakistan Newspapers Society*.

The formation of an organization of publishers was critically required to facilitate the exchange of their views on matters of common interest among newspaper owners. The APNS successfully afforded to newspaper owners the means to watch over, protect, preserve and promote the rights and interests of the newspaper industry on matters directly or indirectly affecting their rights and interests. The APNS remained very active in handling the problems faced by its members vis-à-vis the provincial and central governments relating to advertisements, clearance of dues, taxes and duties and newsprint. It became a force to be reckoned with in the publishing and advertising world and laid down rules of conduct for member publications as well as the advertising agencies. One of the major rules framed being the accreditation of advertising agencies by the All Pakistan Newspapers Society, introducing security deposits and clearance schedule to member publications within a specified period. Non-payment of bills of any

publications, big or small, carried the penalty of suspension till such time that all the bills were cleared. Thus the Society has successfully evolved a mechanism of streamlining advertisement and clearance system protecting the collective interests of its member publications, advertising agencies as well as advertisers. The APNS Secretariat not only handles the complaints of its members against non-payment by advertising agencies but it also puts its best efforts to settle the disputes between advertising agencies and their clients. The system of enlistment of clients of accredited advertising agencies effectively safeguards the interests of the agencies. Under this system, no listed clients are allowed to release their ads in any member publication without the clearance by the concerned agency.

The significance of this Organization is duly reflected in the fact that it provides a bridge between the newspapers and the advertising agencies. It was an accepted reality that the newspapers and the advertising agencies are the two wheels of the same carriage and not antagonistic rivals. They complement each other and the existence of one is inextricably linked with that of the other. However, in order to make the liaison between newspapers and advertising agencies closer and firmer the APNS had taken positive steps to consolidate the mutual relationship. The Society also endeavored to encourage, promote and develop the science and art of journalism and newspaper industry and in this connection, in 1981, the APNS instituted advertising awards in various categories to promote advertising, particularly designing and copy writing, giving a big fillip to advertising profession in Pakistan. Subsequently the Journalist Awards were launched in 1982. The awards ceremonies are being regularly held since 1981.

The APNS has extended its protective umbrella to publications from small towns and also to the regional language press that had enhanced the representative character of the Society. Over the years the APNS has grown into a true representative body of newspapers and magazines all over the country. In 1971 there were 41 publications on the role of the Society whereas in 2014 the number rose to 402.

The APNS, throughout its history has originated and promoted improvements in the law and supported or opposed alterations therein. The Society had launched a protracted struggle against the PPO along with organizations of editors and journalists. The struggle resulted in the quashing of this anti-press law and the introduction of relatively better law in the form of the RPPO. In 1999, the APNS had prepared a set of press laws including the Draft for the formation of Press Council in Pakistan, Registration of Printing Presses, Newspapers Ordinance and a draft Freedom of Information Act. After thorough discussions among the APNS, CPNE and the Ministry of Information, the drafts on the Press Council and the Registration of Presses and Newspapers were finalized and enacted in 2002.

The member publications are rapidly adopting modern techniques and facilities and trained manpower in all fields to cope with the challenges ahead especially due to the growth of the electronic media. It is heartening that many newspapers and magazines brought out in Pakistan maintain journalistic and publishing standards in line with the international press and are enjoying the facilities offered by information technology.

The APNS is recognized by International Newspapers fraternity and was accepted as member by the World Association of Newspapers in 2009.

Awards of the APNS

The Advertising Awards were initiated in 1981, with Journalist Awards following in 1982. Advertising Awards are given on a 1st, 2nd, 3rd basis and include:

- Business Performance Awards

- Client Performance Awards
- Product Launch Award
- Best Copy Award (English and Urdu)
- Best Visual Design (colour and black and white)
- Public Service Campaign

The Journalist Awards have only one winner in each category. The categories include:

- Best Scoop
- Best Column
- Best Feature (English, Urdu, Regional)
- Best Investigative Report
- Best Cartoon
- Best Photograph
- Best Article (English, Urdu, Regional)

The Council of Pakistan Newspaper Editors

CPNE

The Council of Pakistan Newspaper Editors (CPNE) has worked since its foundation in 1957 as the combined body of Newspaper Editors in Pakistan to campaign for defence of press freedom and the right of access to information in the service of democratic practice and strengthening of democratic institutions in the country. The members of this prestigious organization of the newspapers Editors have also adopted a Code of Ethics which lays down the norms for maintaining the dignity of the print media as a non-partisan and professional high standard in member publications in respect of publications of news, views, comments and other write-ups.

The CPNE has been in constant dialogue with the Pakistan Government and the provincial Governments on the subject of press freedom. The President or the Prime Minister of Pakistan have been the chief guests at the annual functions hosted each year by the CPNE to highlight the working of the CPNE and its achievements in the field of securing freedom of press and a working relationship between the CPNE and the government in the service of press freedom and access to information.

The CPNE has maintained collaborative relations with several international print media organizations and has also sought the promotion of bilateral and regional ties among the newspaper editor bodies of the countries in the region and the world. In keeping with the UN Charter, the CPNE in its code of ethics has placed great stress on defending fundamental human rights in which access to information is of great and critical significance.

The CPNE has sponsored collaboration at the SAARC level and at the bilateral level with neighboring countries.

The International Relations Committee of the CPNE now seeks expanded bilateral and regional ties in the print media field so that the friendly understanding in the print media field at the level of newspaper editors is further promoted and cemented.

Journalists Associations and Press Clubs

Pakistan Federal Union of Journalists

The organisation is a trade union of working journalists of Pakistan and it will be called "The Pakistan Federal Union of Journalists." The Registered

Office of the Federal Union is located in the Federal Capital. The Union's constitution envisions numerous objectives and roles, which include promoting generally the interests of journalists and journalism, in English Urdu, Punjabi, Pashtu, Kashmiri, Sindhi, Gujarati or any other language current in Pakistan; to help unity of all workers of the press industry in Pakistan, by all means, including affiliations with trade unions of press industry workers, except rival trade unions formed to disrupt the unity of the working journalists; and to defend, maintain and struggle for freedom of the Press.

Cable Operators Organization

Cable & Satellite Broadcasting Association of Asia, CASBAA

The Cable and Satellite Broadcasting Association of Asia (CASBAA) is an association for multichannel TV broadcast service providers in Asia. Established in 1991, CASBAA has grown with the industry to include digital multichannel television, content, platforms, advertising and video delivery.

Covering Asia and encompassing over 500 million connections within a footprint across the region, CASBAA works to be the authoritative voice for multichannel TV promoting even handed and market friendly regulation, IP protection and revenue growth for subscriptions and advertising.

CASBAA's 130 member organizations include leading cable, satellite, DTH and broadband operators as well as multinational networks and programmers in Asia and worldwide. Member corporations also comprise leading suppliers and manufacturers of broadcast technology, related business service providers, communications, advertising & marketing agencies, media, government regulatory bodies, telecom companies, new media service providers and network enablers.

- Leading cable and satellite system operators, multinational networks and programmers.
- Communications, advertising and marketing executives.
- Suppliers and manufacturers of cable and satellite technology.
- Members of the media, government regulatory bodies, telecommunications companies, new media service providers and network enablers.
- Individuals committed to upholding and promoting industry standards.
- Related business service providers.

Pakistan Federal Union of Journalists

Pakistan Federal Union of Journalists (PFUJ) is located Islamabad, Pakistan. PFUJ is arguably South Asia's first association representing the journalists of an entire country. To its credit, in the 50-odd years since its inception it has always stood out as a symbol of freedom of speech. The battles it waged for press freedom and for a democratic dispensation in the country will always remain etched in the collective memory of Pakistanis.

To this day, PFUJ remains committed to the ideals for which it was established in 1950. Set up primarily to work towards a better working environment for Pakistani journalists, it didn't remain isolated from the struggles and campaigns launched by the civil society. In fact, it was in the vanguard whenever sacrifices needed to be made and freedoms were to be won.

PFUJ's constitution was adopted at the Pakistan Working Journalists Convention, which was held in Karachi in April 1950. Delegates from home as well as from abroad took part in the event which paved the ground for the establishment of PFUJ. The historic event was opened by the then foreign minister of the country, Muhammad Zafrulla Khan.

The inauguration of the convention was witnessed by newsmen from the Delhi Union of Journalists, besides some federal ministers and members of the diplomatic corps. Prominent among the delegates participating in the deliberations were those belonging to the Sindh Union of Journalists and the Punjab Union of Journalists, thus earning the distinction of laying down PFUJ's foundation.

The Frontier Union of Journalists, which couldn't send a delegate in time, declared its willingness to accept the document adopted at the convention. The draft constitution had been drawn up by our senior colleagues belonging to the Sindh Union of Journalists. According to one of its articles, PFUJ was to come into existence the very day its constitution was ratified by the last of its constituent bodies. This happened on Aug 2, 1950, thus opening a new chapter in the history of journalism in Pakistan.

As per its constitution, PFUJ was to work towards the betterment of the economic conditions of journalists. It was also tasked with the onerous responsibility of creating conditions in which the media could work without coercion and intimidation.

PFUJ is an affiliated member of the International Federation of Journalists.

Affiliated Unions of PFUJ

- Rawalpindi and Islamabad Union of Journalists (RIUJ)
- Karachi Union of Journalists (KUJ)
- Faisalabad Union of Journalists (FUJ)
- Punjab Union of Journalists (PUJ)
- Khyber Union of Journalists (KhUJ)
- Balochistan Union of Journalists (BUJ)
- Multan Union of Journalists (MUJ)
- Bhawalpur Union of Journalists (BhUJ)
- Abbotabad Union of Journalists (AUJ)

The Pakistan Press Foundation (PPF)

The Pakistan Press Foundation (PPF) was established in 1967 by the news agency Pakistan Press International and operated until 1974, when it had to suspend operations due to the political environment then prevailing in the country. It was reactivated in 1992 and has since been involved in assisting the development of independent media in Pakistan by conducting training programmes for journalists, carrying out projects in research and documentation, and campaigning to defend and promote freedom of the press.

PPF regularly organizes training programmes and seminars on issues facing the Pakistani media. The organization has worked for the improvement of professional skills, and in helping to raise journalists' awareness of professional, social, political and human-rights issues.

The PPF collaborates with many local and international organizations, including the Council of Pakistan Newspaper Editors (CPNE), All Pakistan Newspaper Society (APNS), Asia Foundation, Panos South Asia, IFEX, Free Voice, UNESCO, Commonwealth Press Union (CPU), Friedrich Ebert Stiftung (FES), Thomson Foundation, the British Council, Knight International Foundation, National Endowment for Democracy, European Union, Freedom Forum, World Press Freedom Committee (WPFC), Asian Media Information and Communication Centre (AMIC), Council of Asian-Pacific Press Institutes (CAPPI) and the Asia-Pacific Communication Network. In addition to capacity building, the PPF is committed to the promotion of freedom of the press in Pakistan. PPF organizes training programmes on press freedom, the rights of journalists and on journalistic ethics. PPF has played a leading role in promoting the use

of recently introduced access to information laws and in lobbying for improvement of these laws. PPF also works to make the harassment of journalists and news organizations politically and socially unacceptable. The foundation produces PPF Newsflash, a service designed to highlight threats to press freedom in the country. PPF also coordinates financial support for victimized journalists. In 1999, the PPF established the PPF-Vicky Zeitlin Media Library and Training Centre, which houses an extensive collection of publications on the media and issues of interest to the Pakistani media. Training workshops and seminars are regularly held at the training centre.

The PPF is involved in research and documentation on mass communication in Pakistan. The weekly PPF Media Review, in English and Urdu, compiles important news about the media. PPF is also involved in producing manuals and handbooks on journalism in Urdu and Sindhi.

Human Rights Commission of Pakistan

Since 1986, the Human Rights Commission of Pakistan (HRC) has developed to become a broad-spectrum, countrywide human rights body. Nationally, the HRC has established a leading role in providing a highly informed and independent voice in the struggle for human rights and democratic development in Pakistan - a role increasingly recognized internationally, also. It is an independent, voluntary, non-political, non-profit making, non-governmental organization, registered under the Societies Registration Act (XXI of 1860), with its Secretariat office in Lahore. Its mission includes: to work for the ratification and implementation by Pakistan of the Universal Declaration of Human Rights and of other related Charters, Covenants, Protocols, Resolutions, Recommendations and internationally adopted norms.

Intermedia

Intermedia is a registered not-for-profit organization working for journalists' capacity building and strengthening freedom of information since 2005. In the last two years Intermedia has held training workshops for media persons in different parts of the country on diversified themes such as election monitoring, maternal and neonatal health, reporting conflict and conflict resolution, etc. While much of the work is done at the national level, a project with regard to a joint journalists' training for Pakistan-Afghanistan is also being undertaken.

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Human Rights Watch

Human Rights Watch, started in 1978 as Helsinki Watch Human Rights Watch (HRW) is an international non-governmental organization that conducts research and advocacy on human rights. HRW headquarters are in New York City with offices in Amsterdam, Beirut, Berlin, Brussels, Chicago, Geneva, Johannesburg, London, Los Angeles, Moscow, Nairobi, Paris, San Francisco, Sydney, Tokyo, Toronto, Washington, D.C., and Zurich.

As of June 2011, the organization's annual expenses totaled \$50.6 million. The current executive director of HRW is Kenneth Roth, who has held the position since 1993. Roth conducted investigations on abuses in Poland after martial law was declared 1981. He later focused on Haiti, which had just emerged from the Duvalier dictatorship but continued to be plagued with problems. Roth's awareness of the importance of human rights began with stories his father had told about escaping Nazi Germany in 1938. Roth graduated from Yale Law School and Brown University.

International Crisis Group, ICG

The ICG is recognized as the world's leading independent, non-partisan, source of analysis and advice to governments, and intergovernmental bodies like the United Nations, European Union and World Bank, on the prevention and resolution of deadly conflict. The *International Crisis Group* (ICG) is a transnational non-profit, non-governmental organization founded in 1995 that carries out field research on violent conflict and advances policies to prevent, mitigate or resolve conflict. It advocates policies directly with governments, multilateral organizations and other political actors as well as the media.

Purpose

The International Crisis Group gives advice to governments and intergovernmental bodies like the United Nations, European Union and World Bank on the prevention and resolution of deadly conflict. It combines field-based analysis, policy prescription, and advocacy, with key roles being played by senior management and board members. By its own accounts, the International Crisis Group plays a major role in four ways:

- Providing early warning in blog posts and social media, in the monthly *CrisisWatch* bulletin, and through specific "crisis alerts", e.g., in Yemen, Thailand, Somalia and Venezuela;
- Contributing behind-the-scenes support and advice to peace negotiations, e.g., in Colombia, Burundi, Northern Uganda, and Sudan;
- Producing highly detailed analysis and advice on specific policy issues in conflict or potential conflict situations, helping policymakers in the UN Security Council, regional organisations, donor countries and others with major influence, and in the countries at risk themselves, do better in preventing, managing and resolving conflict, and in rebuilding after it;

- Offering new strategic and tactical thinking on intractable conflicts and crises, e.g., on the Iran nuclear issue, the Arab-Israeli conflict, internal conflict in Myanmar and Sino-Japanese tensions.

The independence of Crisis Group's board members has been criticized and the ICG has been criticized for "serving Western interests". A July 2014 special issue of *Third World Quarterly* brought together 10 critiques of the organization from the Left.

South Asia Free Media Association (SAFMA)

The South Asian Free Media Association (SAFMA) was set up to promote networking among the media community, improve professional standards, facilitate journalists' exchanges, media trainings and undertake joint media productions.

SAFMA's projects cover the South Asian region, with a particular focus on the nuclear arms race, the South Asian Association for Regional Cooperation (SAARC), the Kashmir dispute and other regional conflicts.

The organization arranges regional conferences on interstate conflicts and regional cooperation, and their 'South Asian Media Net' project acts as an independent website providing in-depth news coverage from across the region to promote understanding among the people of South Asia and facilitate the free flow of information across the region.

SAFMA runs the South Asia Media School, set up in 2007 to cultivate a new generation of aware media people in the region. SAFMA also published the *South Asian Journal*.

The South Asian Journalists Association (SAJA)

The South Asian Journalists Association (SAJA) was founded in 1994 in New York City. South Asia refers to Pakistan, India, Sri Lanka, the Maldives, Bangladesh, Bhutan, and Nepal. The current president is Jigar Mehta. He was previously a video journalist for the *New York Times*.

SAJA has members spread across North America and active chapters in New York, Washington, San Francisco, Boston, Chicago, Atlanta, Los Angeles and Toronto. It is headquartered at Columbia Graduate School of Journalism in New York City.

INTER-NEWS Pakistan

An international non-government organization operational in over 40 countries, Inter-news supports open media worldwide. Inter-news Pakistan is training radio journalists and station managers in the standards and practices of professional journalism and assisting journalism curriculum development. It is also lobbying for media law and policy development all aimed at fostering a vigorous and diverse mass media as an essential cornerstone of a progressive society.

Since 2003, Inter-news has trained more than 3000 working Pakistani journalists and students, built the capacity of over two dozen radio stations across the country, and worked with universities and press clubs to support young journalists.

In the country's conflict-prone areas, Inter-news has undertaken a series of activities designed to improve reporting capacity and enhance the ability of journalists to work safely, encourage peaceful development, and empower progressive voices. With National Geographic, Inter-news hosted in both Islamabad and Washington, D.C. the "Pakistan Through Our Eyes" exhibit, displaying the work of 17 FATA youth who developed their skills during photojournalism camps.

Much of Inter-news' work in Pakistan has aimed to improve access to information following humanitarian disasters: In October 2005, Inter-news successfully advocated for emergency broadcast licenses for the country's earthquake ravaged regions; in 2010, it responded

to the catastrophic floods that swept through Pakistan by producing essential humanitarian information radio programs.

The Network for Consumer Protection

The Network for Consumer Protection, commonly known as "The Network", was founded in 1992 as a non-governmental organization with focus on medicines and public health, later expanded its attention to consumer protection in general, governance and citizens' access to justice. Over the years, the organization has emerged as an effective advocacy group, working at the local, national and international levels. The Network activities include public policy advocacy, building of informed opinion, action-oriented research, publications and educating consumers about their rights and responsibilities. A Consumer Complaint Cell in the organization is dedicated to addressing people's complaints against public and private bodies/services including necessary legal guidance and support.

Centre for Peace and Development Initiatives Pakistan, CPDI-Pakistan

The CPDI-Pakistan is an independent, non-partisan and a not-for-profit civil society organization working on issues of peace and development in Pakistan. It is registered under the Voluntary Social Welfare Agencies Registration and Control Ordinance, 1961. The CPDI-Pakistan seeks to inform and influence public policies and civil society initiatives through research-based advocacy and capacity building in order to promote citizenship, build peace and achieve inclusive and sustainable development. Areas of special sectoral focus include promotion of peace and tolerance, rule of law, transparency and access to information, budget watch and Legislative Watch and Development. The CPDI-Pakistan also issues a Newsletter on Transparency and Right to Information.

Consumer Rights Commission of Pakistan, CRCP

Consumer Rights Commission of Pakistan (CRCP) is a rights-based civil initiative registered under the Trust Act, 1882. Established in 1998, CRCP is an independent, non-profit, and non-governmental organization. It is the first national consumer organization in the country. CRCP devised an integrated Campaign for the Freedom of Information in Pakistan (FOI-Pakistan) in January 2000. In this regard, adopting a proactive approach, CRCP team started roundtable meetings and consultative meetings with various stake-holders. These activities were followed by the drafting of a Model Information Act from citizens' perspective. The draft was later presented before the two-day National Consultation for extensive deliberation on the various provisions of the law. A large number of experts including representatives of political parties, government officials, journalists, civil society activists, lawyers, former parliamentarians and academics participated in these consultations and meetings.

Objectives

- Creating awareness among citizens and different categories of consumers, including the inarticulate, marginalized and disadvantaged groups, about their roles, rights and responsibilities, Encouraging and supporting the formation of citizen and consumer groups and organizations at all socio-economic levels of society,
- Undertaking advocacy and lobbying activities for the promotion of citizens and consumers perspective at the policy formulation and execution levels,
- Intervening on behalf of consumers where a regulatory or redress framework is available, Training civil society groups and communities in citizen and consumer rights and the use existing laws to protect their legitimate interests

- Facilitating greater coordination among civil society initiatives and individual efforts for civil rights and consumer protection,
- Improving understanding of existing and emerging issues concerning consumer protection at grass-root and policy making levels,
- Taking appropriate measures to check unfair trade practices including misleading product information, and supply of substandard goods and services, and
- Lobbying for the enactment and implementation of improved legislation on issues related to civil rights, including consumer protection and freedom of information.

Thematic Area

Agriculture, Communication & Media, Development, Disaster Management, Education, Food Production, Human Rights, Industrial Relations, Law, Research, Rural Development, Consumer Rights, Credit/Micro Systems, Culture, Economy, Energy, Energy Relief, Health, Information Dissemination, Infrastructure Development, Traffic Management, Youth, Institution Building, Poverty Alleviation, Technology, Advocacy, Business, Children, Environment, Governance, Women

Pakistani News Agencies

Associated Press of Pakistan

The Associated Press of Pakistan, APP, started its life in 1947, with the independence of Pakistan. Initially it was run through a trust, but owing to financial problems, it was taken over by the Government through an Ordinance called; "Associated Press of Pakistan (taking over) Ordinance 1961", on 15th June 1961, to put it on a sound financial footing. The journalists were allowed to retain their independent status under this ordinance. The journalists were government or semi-government employees. They are governed by Labour Laws as is the case with the newspaper industry in Pakistan. It is administered through the Director General APP, who is appointed by the Government. Today APP is the nation's premier news agency which comprises highly qualified and professionally competent journalists. APP remains committed to story is a rare phenomenon by objective and accurate reporting. A contradiction of an APP

Pakistan Press International, PPI

Pakistan Press International (PPI), the country's independent news agency Pakistan Press International (PPI) was founded in June 1956 as Pakistan Press Association (PPA). The name was changed in 1968. It was first started by Mr. Muzzam Ali; the Chief Editor of Associated Press of Pakistan (APP).

For long periods, PPI has been the only credible source of political news available to the Pakistani media. The agency enjoys the respect of national and international news media and has distinguished itself as an instrument of objective, responsible and ethical journalism.

PPI has an extensive news file prepared by over 300 staffers and stringers in all parts of the country. All major newspapers, radio and television stations in Pakistan subscribe to PPI news service.

Besides political news, PPI also lays special emphasis on the coverage of economic, social, cultural and sports news, particularly projection of activities in the rural areas. PPI has one of the most extensive coverage of rural Pakistan of any media organisation.

For the benefit of the rural population, the agency encourages news of social programmes, such as human rights, women's empowerment, literacy, children's rights, family planning and environmental issues. PPI's policy is to help make people aware of social problems such as dangers of drugs, smoking and other health hazards.

Although PPI is a private limited company, it is run on not-for-profit basis. It has been the policy of the agency since its inception that non-working directors are not paid emoluments in any form and shareholders are not paid dividends. The policy of recycling the revenues back into the agency has enabled PPI to develop rapidly into a viable news agency.

PPI has bureaus in Karachi, Islamabad, Lahore, Peshawar, Quetta, Azad Kashmir, Multan and Hyderabad linked by a computer network.

One of the outstanding achievements of PPI is that it has provided on-the-job training to a large number of journalists. The agency has followed a policy of training newcomers in the field of journalism. PPI develops their spirit of initiative and impresses upon them the need for objective, investigative and analytical reporting. At least one-third of the journalists working in the national press and public relations media, many of them distinguished in their field, have had their training in PPI.

PPI is a member of the Council of Pakistan Newspaper Editors (CPNE), Organisation of Asia-Pacific News Agencies (OANA), and the AsiaNet consortium. PPI has been in the forefront of development of independent radio journalism in Pakistan, producing ten news bulletins daily which are broadcast by 25 radio stations, from all parts of the country.

Regional and International News Agencies

Agence France-Presse, AFP

Agence France-Presse (AFP), French cooperative news agency, one of the world's great wire news services. It is based in Paris, where it was founded under its current name in 1944, but its roots go to the Bureau Havas, which was created in 1832 by Charles-Louis Havas, who translated reports from foreign papers and distributed them to Paris and provincial newspapers. In 1835 the Bureau Havas became the Agence Havas, the world's first true news agency. Stressing rapid transmission of the news, Agence Havas established the first telegraph service in France in 1845. Between 1852 and 1919 the agency worked in close collaboration with an advertising firm, the Correspondance General Havas. Staff correspondents for the agency were stationed in many world capitals by the late 1800s.

The German occupation of France suppressed Agence Havas in 1940, and many of its personnel were active in the underground. After the liberation of Paris in 1944, underground journalists emerged to set up AFP as a wire-service voice for liberated France. The postwar French government gave AFP the assets of Agence Havas, including the Paris building that became its headquarters. AFP quickly joined Reuters (United Kingdom), TASS (U.S.S.R.; later, ITAR-TASS of Russia), and the U.S. agencies Associated Press (AP) and United Press International (UPI) as one of the world's leading news agencies. In addition to having bureaus in major French cities, it has bureaus and correspondents in important world capitals. Besides having contracts with AP, Reuters, and ITAR-TASS for exchange of news reports, it sells a domestic French news report to most of the world's news agencies and provides its worldwide report to many of them. AFP also has a photo service and a number of specialized news reports, several concerned with African matters.

British Broadcasting Company, BBC

British Broadcasting Corporation (BBC), publicly financed broadcasting system in Great Britain, operating under royal charter. It held a monopoly on television in Great Britain from its introduction until 1954 and on radio until 1972. Headquarters are in the Greater London borough of Westminster.

The first initiatives in British radio after World War I were taken by commercial firms that regarded broadcasting primarily as point-to-point communications. The British Broadcasting Company, Ltd., was established in 1922 as a private corporation, in which only British manufacturers were permitted to hold shares. In 1925, upon recommendation of a parliamentary committee, the company was liquidated and replaced in 1927 by a public corporation, the British Broadcasting Corporation. Although ultimately answerable to Parliament, the BBC has virtually complete independence in the conduct of its activities. The British monarch appoints the members of the BBC Trust, an independent 12-member panel, governed by a chairman that oversees day-to-day operations.

The original charter gave the BBC a monopoly covering all phases of broadcasting in Britain. A key figure in the early history of the corporation was John Reith (later Lord Reith), general manager from 1922 and director general from 1927 to 1938. He developed radio broadcasting throughout the British Isles, inaugurated the empire shortwave broadcasting service, and directed the development of the world's first regular television service in 1936. His concept of public service broadcasting prevailed in Great Britain and influenced broadcasting in many other countries.

British television service was interrupted during World War II but resumed in 1946. The BBC established its second channel in 1964, and it introduced the first regular colour television service in Europe in 1967. It retained its monopoly of television service in Britain until the passage of the Television Act of 1954 and the subsequent creation of a commercial channel operated by the Independent Television Authority (later the Office of Communications [Ofcom]) in 1955. A second commercial channel commenced broadcasting in 1982. The BBC's radio monopoly ended with the government's decision to permit, starting in the early 1970s, local commercial broadcasts.

BBC World Service radio broadcasts began in 1932 as the Empire Service. By the early 21st century the service broadcast in more than 40 languages to roughly 120 million people worldwide. World Service Television began broadcasting in 1991 and unveiled a 24-hour news channel, BBC News 24, in 1997. The BBC also has been successful with the overseas syndication of its television programming. In the United States, series such as *All Creatures Great and Small*, *Doctor Who*, *Mr. Bean*, and *Upstairs, Downstairs* have been featured on the Public Broadcasting Service.

The BBC is largely financed by annual television licensing fees, which are paid by those who own TV sets or watch live television transmissions on such devices as computers. It offers five radio networks in Britain, ranging from popular music to news and information services, as well as national television channels. Under its charter the BBC may not advertise or broadcast sponsored programs. It is required to refrain from broadcasting any opinion of its own on current affairs and matters of public policy and to be impartial in its treatment of controversy.

Reuters, U.K

Reuters is the world's most reputable news agency. It came up in 1850s and gradually attained a reputation in Europe for being the first to report scoops from abroad. Today, almost every major news outlet in the world subscribes to Reuters. It is an international news agency headquartered in Canary Wharf, London, England, United Kingdom and a division of Thomson Reuters. Until 2008, the Reuters news agency formed part of an independent company, Reuters Group plc, which was also a provider of financial market data. Since the acquisition of Reuters Group by the Thomson Corporation in 2008, the Reuters news agency has been a part of

Thomson Reuters, making up the media division. It transmits news in English, French, Arabic, Spanish, German, Italian, Portuguese, Russian, Japanese, Korean, Urdu and Chinese.

The Reuter agency was established in 1851 by Paul Julius Reuter in Britain at the London Royal Exchange. Paul Reuter worked at a book-publishing firm in Berlin and was involved in distributing radical pamphlets at the beginning of the Revolutions in 1848. These publications brought much attention to Reuter. He later developed a prototype news service in 1849 in which he used electric telegraphy and carrier pigeons. The Reuter's Telegram Company was later launched. The company initially covered commercial news, serving banks, brokerage houses, and business firms. The first newspaper client to subscribe was the London *Morning Advertiser* in 1858. Newspaper subscriptions subsequently expanded.

Major Newspapers

Jang Group

The Daily Jang is the largest Urdu Newspaper in Pakistan. It is published by the Jang Group of Newspapers. It is published in Urdu from Karachi, Lahore, Rawalpindi, Quetta, Multan and London. Its daily circulation is of 850000 copies. Its Founder was Mir Khalil ur Rehman and now his younger son Mir Shakil ur Rehman is continuing the publication of this paper.

The News International is the second largest English newspaper in Pakistan. It has an ABC certified circulation of 140000.

It is published from Karachi, Lahore and Rawalpindi / Islamabad. An overseas edition is published from London that caters to the Pakistani community in the United Kingdom and plans are currently underway to start publication in New York City, USA.

The News is published by the Jang Group of Newspapers.

The regular op-ed contributors for The News include Dr Farrukh Saleem, Ghazi Salahuddin, Sultan Mehmood, Masood Hasan, Ayaz Amir, Sabir Shah, Shafqat Mahmood, Dr Maleeha Lodhi, Jamil Nasir, Nasim Zehra, Mosharraf Zaidi, Roedad Khan, Rizwan Asghar, Ikram Sehgal, Dr Abdul Qadeer Khan, Babar Sattar, Anjum Niaz, Amb Zafar Hilaly, Fasi Zaka, Hamid Mir, Amb Asif Ezdi, Tasneem Noorani, Shamshad Ahmad, Aaker Patel, Masood Sharif Khan Khattak, Lt Gen Talat Masood, Afiya Shehribano, Kamila Hyat, Dr Masooda Bano, Dr Muzaffar Iqbal, Gibran Peshimam, Dr Ashfaq H Khan, Mir Jamilur Rahman, Ahmad Rafay Alam, Ayesha Ijaz Khan, Talat Farooq, Feryal Ali Gauhar, Dr. Sania Nishtar, Farhat Taj, Tayyab Siddiqui, and Harris Khalique.

Nida i Millat Ltd

The Nawa-e-Waqt Group publishes Nawa-e-Waqt and also started The Nation, an English daily. This group also publishes Family, an Urdu weekly. Nawa-i-Waqt is an Urdu Daily Newspaper in Pakistan. It started its publishing on March 23, 1940 under the leadership of Hameed Nizami. Afterwards it is continued by his brother Majid Nizami. It is one of the largest circulating newspapers in the Pakistan.

The Nation is an English Newspaper in Pakistan. It is published by Majid Nizami and edited by Arif Nizami of Naw-i-Waqt group. It was launched in the end of 1986 by Arif Nizami. The Nation is internationally the most quoted Pakistani Newspaper. It is the competitor of two Karachi-based daily newspapers, Dawn and The News International.

It also has a daily feature section which covers the world of glamour, showbiz, entertainment, the performing arts and literature. It has also a Young nation section for the younger reader and a special Log on section for those interested in IT.

Pakistan Herald Publications Ltd.:

Pakistan Herald Publications Ltd. publishes Dawn, which has had a dominant hold over Karachi readership. Dawn is the Oldest and most widely-read English newspaper in Pakistan. It is known to be a liberal leaning newspaper that has often supported controversial leftist social agenda.

It was founded by Quaid-e-Azam Muhammad Ali Jinnah in 1941 in Delhi, India. It has a weekday circulation of over 138000. Hameed Haroon is the CEO of Dawn group. The Current editor of Dawn is Abbas Nasir.

The Herald Group also publishes the Star (an English evening paper) and The Herald (an influential English monthly). The group also began a monthly that focuses on the Internet, entitled Spider. Publications under the Herald Group target the upper class and the better-educated segment of Pakistani society and consequently practice a liberal editorial policy. **The Star** was Pakistan's most widely read English Language evening newspaper. It was founded in 1953 in Karachi, Pakistan.

The Daily Times

The Daily Times is an English Pakistani Newspaper. It was launched on April 9, 2002 which is simultaneously published from Lahore (Resident Editor: Zeeshan Bhutta) and Karachi (Resident Editor: Yousaf Rafiq) and is edited by Najam Sethi.

The main contributors on Daily Time's Op-Ed Page are Dr. Saleem Ali, Dr. Hassan Askari Rizvi, Irfan Hussain, Khalid Ahmed, Ejaz Haider, Mehreen Zehra-Malik, Kamran Shafi, Tanveer Ahmed Khan, Dr. Ayasha Siddiq, Munir Attaullah and several others.

Daily Times Reporters in Islamabad are Zulfiqar Ghuman, Irfan Ghauri, Aizaz Syed, Sajjad Malik, Atif Khan, Sohail Chaudhry, Saadia, Imran Naeem and Jamila Achakzai.

Khabrain

Khabrain is an Urdu daily newspaper Pakistan. It was started on 26 September, 1992 from Lahore, Punjab by Zia Shahid.

The Post was a national daily newspaper in Pakistan, owned by Khabrain Group of newspapers. Attempting to rival the existing newspapers, it had brought a new vision into the modern journalism. It was founded on August 14, 2005 by late Ednan Shahid. The paper had its resident offices at Islamabad and Karachi. The Post headquarters was based in Lahore under the ownership of Zia Shahid who also owns Khabrain Group of newspapers.

The Frontier Post

The Frontier Post is a newspaper based in Peshawar in the North-West Frontier Province of Pakistan. It is published from Peshawar and Quetta. It was launched on 25 February, 1985 from Peshawar and Rahmat Shah Afridi is the owner of Frontier Post.

The Daily Express

The Daily Express is one of the most circulated Urdu newspaper of Pakistan. It was founded on 3 September, 1998. It was published by Century Publications, A Lakson Group Subsidiary. It is published simultaneously from Islamabad, Karachi, Lahore, Peshawar, Quetta, Multan, Faisalabad, Guranwala, Sarghoda, Rahim yar Khan and Sakhar. It Claims to have a 24% circulation share.

The Express Tribune

The Express Tribune is a major daily English-language newspaper in Pakistan. Part of the

Lakson Group of companies, it is the flagship publication of the Daily Express media group. It is Pakistan's only internationally affiliated newspaper, in partnership with International New York Times, the global edition of The New York Times Headquartered in Karachi, it also prints copy from offices in Lahore, Islamabad and Peshawar. It was launched on April 12, 2010, in broadsheet format, with news design distinctive from traditional Pakistani newspapers.

News Channel

Express News is an Urdu language Pakistani television news channel Based in Lahore, launched on January 1, 2008. It is owned and run by the country's third largest Urdu daily, Daily Express. The owners of the channel, Lakson Group, launched 'Express 24/7', a 24-hour Pakistani English news channel on February 5, 2009.

Express Media Group had launched their entertainment channel Express Entertainment on 1 January 2012 EMG had also launched their channel, Hero TV, from 5 June 2012

Roznama Dunya

Roznama Dunya is Urdu language newspaper in Pakistan. It started publishing on 3 September 2012 from Lahore. It publishes and works under the Dunya Group of Newspapers. Till December 2012, Daily Dunya was published from Karachi, Lahore, Faisalabad, Gujranwala, and Sargodha. It is owned by Mian Amer Mahmood who is also the owner of Dunya News.

Jasarat

Jasarat The newspaper has been published in Karachi since 1970. It is circulated all over Pakistan. The newspaper reflects views of Jamati Islami, a religious political party in Pakistan.

Sindhu

Sindhu is a Sindhi daily newspaper in Pakistan. Its published from Hyderabad, Sindh. Daily Sindhu and Daily Ibrat are published by Kazi Asad Abid of Ibrat group.

Pakistan Today

Pakistan Today is a Pakistani English-language daily newspaper, published by Nawa Media Corporation from three Pakistani cities – Lahore, Punjab; Karachi, Sindh; and Islamabad, Islamabad Capital Territory.

Business Recorder

Business Recorder is the biggest financial daily in Pakistan and the first such publication to be published in the Muslim world. The publication is owned by the Business Recorder Group which is one of South Asia's preeminent media conglomerates with interests in Television, Web, Finance and Technology.

Business Recorder was established in 1965 by veteran journalist M.A. Zuberi

The Friday Times

The Friday Times is an English-language independent newsweekly, based in Lahore, Pakistan.

The Friday Times was first published in May 1989. TFT's founder-editor Najam Sethi and publisher Jugnu Mohsin, a husband-and-wife team, are recipients of international awards conferred by Amnesty International and the Committee to Protect Journalists. In 2009, Sethi also won the Golden Pen of Freedom, the annual press freedom prize of the World Association of Newspapers

Daily Pakistan

Daily Pakistan is an Urdu newspaper in Pakistan. It is being published from Islamabad, Lahore, Karachi, Quetta and Muzaffarabad. Journalist Sardar Khan Niazi is the publisher of the Newspaper. Daily Pakistan is an entity of Pakistan Group of Newspaper, a media house comprising English newspaper Daily The Patriot, Daily Pak Watan (Rawalpindi), Daily Action (Karachi) and News Channel Roze News and other regional papers and magazines.

Daily The Patriot is an English-language daily newspaper based in Islamabad, Pakistan since 2002. Sardar Khan Niazi is the Chief Editor of The Patriot. It is published from Islamabad by the Pakistan Group of Newspapers, which was founded in 1990 by Sardar Khan Niazi. Pakistan group of Newspapers also publishes the [The Daily Pakistan], Daily Action (Karachi), Nwa-e Nwab Shah & Pak Watan (Karachi).

The Daily The Patriot introduced an e-paper version on its website that provides the complete printed newspaper for online reading. This version is especially popular among Pakistanis living outside Pakistan

**News Channel

After the test transmissions, the publishing company behind the newspaper launched Pakistan's 24-hour Urdu news channel. Roze News TV is a popular, Islamabad-based, Urdu-language television channel of the Pakistan Group of Newspapers

The Pakistan Observer

The Pakistan Observer is an English-language daily newspaper published in Islamabad, Karachi, Lahore. The newspaper was founded in 1988 by MR Zahid Malik

The Statesman

The Statesman is a daily newspaper in Pakistan, its head office is in Peshawar, Khyber-Pakhtunkhwa - but it also publishes from Islamabad, Lahore and Karachi. Chief Editor is Ayyaz Badshah.

The Balochistan Post

This English newspaper provides insight into current affairs with special focus on the province itself. Its daily Internet edition highlights national and regional issues of topical interest in the fields of economy, politics, and cultural heritage. Readers' comments, editorials, a fact sheet on Balochistan and related links, quick polls, and email news alerts are some of the features of this site.

Major Electronic Media

Pakistan Television Network, PTV

PTV is Pakistan's state owned television network which operates on both terrestrial & satellite and seen in all parts of the world as well. The PTV network consists of 6 channels, which will increase to 11 by the end of 2006 with the introduction of new regional channels:

The main station is PTV and there are several other specialized channels which include: PTV National, PTV News, PTV Global and AJK TV. Pakistan Television Corporation has centers in six cities to cater to different region of the country located in Islamabad, Karachi, Lahore, Multan, Peshawar and Quetta. PTV also has four different language stations which include Balochi, Punjabi, Pushto and Sindhi.

PTV is divided into:

- **PTV Home** - Providing viewers with soap operas, telefilms and live events

- **PTV News** - Providing for the Pakistani community throughout Asia, the Middle East and Africa
- **PTV National** - Providing viewers with news, education, and entertainment in regional languages
- **PTV Global** - Providing for the Pakistani community in North America
- **PTV Prime** - Providing for the Pakistani Community in Europe
- **PTV Bolan** - Balochi language channel (Balochistan)
- **AJK TV** - Kashmiri language channel (Azad Jammu & Kashmir)

Virtual University

Also known as VU, Virtual University is Pakistan's first university based completely on modern information and communication technologies. It was established by the federal government as a public sector institution with a clear mission; 'to provide extremely affordable world class education to aspiring students all over the country'. VU uses free-to-air satellite television broadcasts and the internet to broadcast across the country. At the moment VU provides four channels in MCPC mode: VU TV 1, VU TV 2, VU TV 3 and VU TV 4.

Private Television Networks

Since 2000, Pakistan has witnessed a "Media explosion" as many private stations have become extremely popular including Geo TV, ARY and AAJ TV.

Following is the list of established channels by category.

Business & Financial

Business Plus

The first Pakistani channel to offer business news and analysis. Focus on news and current affairs through credible and hard-hitting programming. Reaching more than 22.5 million homes nationwide with a cable penetration of over 87% in metro cities. International footprints in over 52 countries Informative channel interface, providing comprehensive business information 24-hrs a day First mover advantage resulting in high brand preference among viewers Over eleven hours of live programming everyday Identified for its credible, & authentic news & data due to its systematic editorial policy Dedicated, specialized and a professionally qualified team for all operations & programming.

CNBC Pakistan:

With the most extensive global financial news gathering network, CNBC Pakistan is the most recognized and respected business, financial and economic news & information television channel, delivering regional and world financial markets news live 24 hours a day.

AAJ TV

AAJ TV is the logical progression of the forty years old Business Recorder group's mission to dispense unadulterated information through easily accessible mediums. AAJ TV has over 1000 employees and has fully equipped bureaus in Karachi, Lahore and Islamabad. AAJ TV is the only digital satellite channel to have an Earth Station in Pakistan that broadcasts directly to the AsiaSat satellite with a footprint of over 60 countries. AAJ TV provides round the clock news coverage from around the world in collaboration with our partner news sources in more than 100 countries. Combining superior news reporting with unmatched analytical strength provided by the most respected social and political commentators in Pakistan accounts for in depth and precise Current Affairs programs. On

the Entertainment front, industry veterans are heading the teams and using well equipped production facilities starring the best known faces in television.

Geo News

Geo is Pakistan's first private sector independent T.V Network with four channels including GEO News, GEO Super, GEO Entertainment and AAG. GEO News is famous for its current and news analysis programmes.

KTN News

A cable network relying transmission in Sindhi language; Website is under construction.

Pakistan Academy of Letters (PAL)

Pakistan Academy of Letters was established during the premiership of Zulfikar Ali Bhutto as an autonomous organization in July, 1976. In 1978, the Aims and Objectives of the Academy were formulated. Dr. Ishtiaq Hussain Qureshi (Late) became the first President of the Academy's Founding Fellows among whom were prominent men of letters representing different languages of Pakistan like Mr. A.K. Brohi, Mr. Hafeez Jalandhri, Mian Sad Rasool Rasa, Prof. Ahmad Ali, Mr. Ahmad Nadeem Qasmi, Mr. Sharif Kujahi and Dr. N.A. Baloch. Dr. Shafique-ur-Rahman was appointed the Academy's first Chairman in December 1980. A Board of governors was also established in 1978.

Functions of PAL

- To advise the government on different policy matters for the promotion of Pakistani languages, literature of these languages and the welfare of Pakistani men of letters.
- To facilitate the promotion of creative literature in consonance with the ideology of Pakistan.
- To determine research priorities in the field of literature and to undertake research projects.
- To evaluate the performance of various learned bodies and institutes of higher learning and to scrutinize and assess their new projects and release grants to the.
- To set up a Bureau of the Translation for the translation of selected works into the national and other Pakistani languages for promoting greater cohesion and intellectual understanding among the people of different regions.
- To promote and supervise the production of standard works of references e.g. dictionaries, encyclopedias etc, in the national and other Pakistani languages.
- To establish a language laboratory, a language library and a documentation center to facilitate research.
- To undertake and recommend suitable measures for the promotion of creative writing.
- To undertake or recommend suitable measures for the introduction of Pakistani literature in foreign countries.
- To produce a literary periodical in Urdu.
- To form an authoritative body of consultants for all matters related to literature and letters.
- To nominate persons or recommend names for various literary awards and distinctions.
- To represent or advise the government relating to literature and letters.
- To accord national recognition to eminent personalities for their services to literature and letters and to publish their research work of national importance done by them.
- To provide financial support to needy writers and to safeguard their interest.

- To recommend measures for the promotion of printing and publishing industry in the country.
- To ensure the representation of Pakistan in the International literary events and to provide authentic advice to the government in this regard.
- To establish ties with the literary institutions of other countries for the exchange of information to enhance the literary and scholarly potential to the Academy.
- To materialize such projects of language and literature through the ministry of foreign affairs that may generate funds for the Academy.
- To take suitable measures for the promotion of publication industry in the country.

Law & Lawyers Pakistan

This upcoming website provides an alphabetical directory of lawyers practicing in various cities of Pakistan, and those working in bar associations; as consultants and advisors in education; environment; finance; government; law services; legal organizations; reporting on legal issues and research. People interested in accounting; as auditors and clerks; in computer services; education; environment; Information technology; legal publications; conducting legal research and transcriptions; medical and para-legal jobs; as stenographers; in taxation; or legal training can search their jobs database. Membership registration is required to search for information on various legal cases, codes, judgments and laws. The Civil Procedure Code applicable in Pakistan; discussions on legal issues and news are also available on this site.

Green Press

Green Press was established in 1992 to fill a vacuum of information and persuasive communication on environmental issues. The association aims at the networking of journalists interested in subjects like population studies and demography; economics; geography; meteorology; oceanography; agriculture; irrigation; forestation; governance; international politics; sustainable development; ozone depletion; greenhouse effect and global warming. Its annual State of the Media & Press Freedom Report is available online as well as in downloadable format. Green Press is also the first in Pakistan to launch an Internet radio, providing recorded talk shows on environmental issues, entertainment and programs for all age groups. A code of ethics for environmental journalists approved at their World Congress in Colombo, Sri Lanka in 1998; and a list of environmental journalists and organizations in Pakistan are also available online, together with detailed contact information.

Pak Avenue

Pak Avenue is the new face of the Pakistan Power Page. It is a rich and well-designed information portal about anything and everything Pakistani on the Internet. This site is owned and managed by Pakistan Information Networks. There is something for everyone in the categories which include arts and entertainment; business; computers and the Internet; culture; a section for cyber Pakistanis and education; government; health; Islam; regular news updates; information about Pakistan reference; science; shopping; sports; travel tips and web applications. A web digest features discussion forums on current affairs, history, lifestyles, an IT corner, careers, cities and an overseas links. Quick polls, e-cards, a chatting facility and email are some of the interesting features of this portal. The Urdu zone includes a weekly horoscope, a reading room, kids zone, recipes in Urdu, links to various newspapers, magazines, poets and poetry, and detailed contact information.

The Pakistani Yellow Pages

The Pakistani Yellowpages features information about various products and services

within the country. One can browse through different categories including automotive, business and economy, entertainment and arts, food and dining, home and garden, importers and exporters etc., and jot down details such as e-mail address, telephone and fax numbers, mobile numbers, and URLs. The site also includes a searchable database of classified information within the various cities of Pakistan. There are links to the International Yellow pages and the best local dailies in Pakistan, as well as information on local area codes and international dialing codes. On the whole a comprehensive directory for consumers and businesses in Pakistan

Pictorial News Review

The United Press of Pakistan (UPP) is the country's oldest news agency in the private sector, established in 1949. The Pictorial News Review is its monthly international news review, providing regular updates of politics, economy, international relations, culture, education and IT. Categories include the world in focus, political scene, diplomatic diary, business and finance. Reviews, editorials and comments on the current happenings in the Muslim world can be found online.

Alternative Media Network Asia (AmnAsia)

Alternative Media Network Asia (AmnAsia) is a non-profit organization striving to build an information and knowledge-based technology culture of human development. It works for sustainable development, conflict resolution, global peace, and regional integration initiatives pronounced in the conventions, declaration and instruments of UN, through conceptualization, sensitization and dissemination of information. Comprising of professionals from the print, electronic media and academia, AmnAsia's website showcases issues of public interest regarding the media; public policy; civil society; research and development; literature; arts, culture and leisure, within the context of 21st century intellectual discourse.

Department of Journalism and Mass Communication, University of Peshawar

The Department of Journalism and Mass Communication in the University of Peshawar was established in 1985. It offers a two-year postgraduate degree for those interested in designing a new media strategy for the state and society keeping in view the ever-changing social fabric. Qualified students can later establish careers in the fields of newspapers, news agencies, magazines, journals; radio and TV broadcasting; public dealing in the government, NGOs, advertising agencies, business firms and managerial responsibilities in media organizations, especially at production and control levels. This website showcases the university's newsletter, campus radio studio, future plans, and admission criteria. Activities include conducting a series of workshops for district correspondents at their respective districts. A media directory of Pakistani print and electronic media websites, and a list of Pakistani universities are also available at this site.

Pakistan (By Jamie Jamal Al-Nasir)

This website is part of the Pakistan virtual aviation project. It provides a guide to the culture and beauty of Pakistan's four provinces of Punjab, Sindh, Balochistan and KPK (Northern Areas) with photographs and historical information.

Pakistan International Education Exhibition (PIEE)

This organization is part of the World Learning Bureau (WLB), a pioneer in organizing education exhibitions in Pakistan. This website contains comprehensive informative about its exhibitions, forum, and reviews. PIEE brings educational institutions and interested students together to assist each other in order to make informed choices about their future.

Pakistan Daily

This information-rich search portal focusing on Pakistan is part of a wider network by the name of World News Network. It provides daily news updates; information about travel; visas; accommodation; restaurants; historical notes; local industry and employment in Pakistan. Information is available about selected Pakistani cities, plus links to news websites from South Asia in general and Pakistan in particular. A continent-wide and country-wide search is possible in Africa; Arab world; Asia; Asia Pacific; Australia and Oceania; Caribbean; Central America; Europe; Middle East; North America; Polar regions; Scandinavia and South America. Categories include art and culture; business; computers; education; entertainment; environment; general news; health; kids; letters; life style; politics; science; sports; technology; travel; weather and women. Special features include fashion, film, genetically modified foods, cyber cafés, sports, maritime, oil, pollution, population, space and world ports.

United Nations Treaty Collection

Prepared and updated regularly by the Treaty Section of the Office of Legal Affairs of the United Nations, this online service offers access to over 40,000 treaties and international agreements. Databases include all multilateral treaties deposited with the Secretary-General of the United Nations and those formerly deposited with the League of Nations, with their latest status and a link to the full texts. Bilateral and multilateral treaties and recently deposited multilateral treaties that have been deposited but not yet published are available for viewing and downloading in some or all of their authentic languages. Subscription is required to view some portions of this information-rich website.

ICT Development Agenda

The Commonwealth Telecommunications Organization (CTO) has launched a newsletter "ICT Development Agenda". It is a weekly, web-based publication which provides objective information about major international developments in Information and Communication Technologies (ICTs). The newsletter is intended for those responsible for decision-making on international and national ICT issues in developing countries, and those seeking to contribute to it.

Digital Dividend

Digital Dividend aims to bridge the global digital divide through business solutions that bring connectivity and digital services to unserved populations in developing regions. Containing conference videos, speaker biographies, case studies, background articles, and related links, the projects clearinghouse informs about digital dividend projects in developing countries. It provides a means of helping such projects find partners, financial resources, technology advice and help, and media coverage; for sharing experience and new ideas; of stimulating innovation and investment in digital dividend approaches.

A+ Country Reports

A rich resource for students, teachers and tourists, A+ Country Reports offers up-to-date information on population, geography, economy, history, and politics on all of the countries of the world. Audio clips of national anthems, maps, current weather reports and discussion forums are also available on this website.

Portals to the World by the Library of Congress (LoC)

Compiled by the Library of Congress (LoC), Portals to the World contains selected Internet resources providing information about the nations and other areas of the world. They are

arranged by country or area into a wide range of broad categories, such as business, commerce, economy, embassies, government, politics, law, media and communications and organizations.

Digital Opportunity Channel

The Digital Opportunity Channel is a joint venture between two international organizations, OneWorld and Digital Divide Network, aimed at promoting discussion about the use of information technologies to encourage sustainable human development and reduce poverty. The website is maintained by the OneWorld International Governance Group (IGG) that includes members from around the world. The website represents a helpful source of information for researchers interested in global development and digital divide that can find here news updates and resources on e-government, governance and, more in general, about ICTs impact on politics and society. The website offers free access service to current news on digital opportunities providing also research reports and papers in pdf format and discussion forums. Although easy to navigate and search – also thanks to an extremely sophisticated search engine and two browsing modes, by topic or country – the webpages information density may prove sometimes intimidating for the average user.

The first Global Information Technology Report (GTR) 2001-2002

Readiness for the Networked World documents how ICTs are being used around the world. Through the development of the first Networked Readiness Index, which ranks 75 countries according to their capacity to take advantage of ICT networks; a series of 75 in-depth Networked Readiness country profiles; and thematic chapters by experts on the Networked World, the report provides a global panorama of how ICTs are being used, and what opportunities and challenges remain. Downloadable PDF selections of this report are available on this website. It is an Online ItrainOnline is a technology resource center for people who want to learn how to use the Internet effectively for social justice and sustainable development. Topics on this interactive, multilingual website include building online communities; computer and Internet basics; computer networking; databases; finding information online; multilingual computing; online security; open source; strategic use of the Internet; telecentres; web design, its programming and management. This information-rich site also includes training events and educational resources for Internet trainers.

Geographical, the magazine

This interesting website belongs to Geographical, a monthly magazine, which was founded by the Royal Geographical Society in 1935. It carries stories from correspondents from around the world about adventure, environmental issues, history, people, places, science and technology. It provides the latest health, travel and tourism news, covers expeditions and the world's geographical spots. Interesting maps and factoids on countries, books and travel gear needed for travelling will intrigue adventure travel buffs. Discussion forums, jobs within the tourism industry and contact information are also available online.

The Earth Times

This is the Internet edition of The Earth Times, a newspaper focusing on the human environment and its related economic, humanitarian and social issues. Founded in 1991 and published by the not-for-profit Earth Times Foundation, it specifically aims at opinion and policy makers, community and business leaders, and nongovernmental organizations in industrialized and developing countries, and at students and teachers in schools and colleges. Categories include book reviews; business; children; comics; culture; development; environment; gender issues; health; human rights; population; important profiles and daily world news. Web and Internet

related issues; a UN section; links to various multilateral agencies and websites, and archives of previous editions are also available on this site.

Asia-Pacific Forum of Environmental Journalists (AFEJ)

The Asia-Pacific Forum of Environmental Journalists (AFEJ) is an NGO dedicated to promoting education, understanding and awareness of the environment through the honest and accurate reporting of local, regional and international environmental and development issues. It acts as the head of national environmental journalist forums of 37 countries in the Asia-Pacific region, including Pakistan. Members include journalists working for newspapers, magazines, radio, broadcasters, NGOs, environmental groups, government departments and agencies and freelancers. A list of publications, newsletters and reports; an introduction to the new Commonwealth Environmental Journalists Association (CEJA); and the international code of ethics for environmental journalists are some of the interesting features of this site, together with detailed contact information.

Asia-Pacific Development Information Programme (APDIP)

The Asia-Pacific Development Information Programme (APDIP) seeks to promote and establish information technology (IT) for social and economic development throughout Asia-Pacific. Launched in 1997 and based in Kuala Lumpur, Malaysia, the Programme serves 42 countries, including Pakistan, in a vast region, from Iran in the west, north to Mongolia and south to the Pacific Islands of Fiji. APDIP provides advice to nations formulating national IT policies and offers hands-on technical assistance. APDIP is funded by the United Nations Development Programme (UNDP) and implemented by the UN Office for Project Services (UNOPS), Asia office. This website shows cases its capacity-building initiatives, which include seminars; networking academies; a Mobile Internet Unit (MIU) and workshops for technical personnel in Internet networking. APDIP also edits and distributes information about regulations, decisions, and activities that affect the structure and use of the Internet, so that all interested stakeholders have the information necessary to play a role in governing the Internet. Website links to other development-related issues and contact information are also available online.

MediaChannel.org

MediaChannel.org is a nonprofit, public interest website dedicated to global media issues. Produced by Globalvision New Media, a project of The Global Center and OneWorld, it is the first media and democracy site on the Internet; offering news, reports and commentary from an international network of media-issues organizations and publications. Resources include thematic special reports, action toolkits, forums for discussion, an indexed directory of hundreds of affiliated groups and a search engine constituting large online media-issues database. MediaChannel is concerned with the political, cultural and social impacts of the media, large and small. A wide range of topics include activism; books; business; children; diversity; education; freedom of expression; the Internet; ad newspapers; Policy; law; public broadcasting and violence-related issues make for interesting reading for media professionals.

InterWorld Radio

InterWorld Radio is a partnership between The Panos Institute and oneworld.net. It is a source of daily news bulletins and broadcast quality features for radio stations and online listeners. Local journalists all over the world are commissioned to file reports on the critical global issues of our time - economics, human rights, environment, international trade, science and

technology. Every week a topical 5-minute radio feature is uploaded to the website's audio bank, which is searchable by subject, country/region, or date. By visiting the web site daily, one can print a daily news bulletin to read directly on air or to adapt for use in existing news or current affairs programmes.

Kitaab Ghar

Kitaab Ghar is a home of free online books on Urdu literature. It is an active initiative for the promotion of Urdu all around the world. Kitaabghar is striving to bring out published / unpublished Urdu books online for literature lovers. It is especially useful for those who are residing in territories where Urdu books are not available or are hard to find. The website serves as an e-library of free Urdu books in PDF format. It is working to promote Urdu language and Urdu writers and attract people to read books.

South Asian Research and Resource Centre (SARRC)

South Asian Research and Resource Centre (SARRC) is a recognized, non-partisan, non-profit and non-governmental organization pioneering the resource and documentation services in the Pakistani non-profit sector. A unique repository of the wealth of information on the history, politics and socio-economic developments which have been focal to the evolution of history and society of the region, the SARRC has acquired, categorized, preserved and documented vital information data, fact-sheets, unpublished materials, manuscripts, policy papers and official reports of various commissions and committees. Almost all the important newspapers, periodicals, books, reports and documents published in the last two centuries are preserved under one roof. The SARRC website provides research resources, data, material and advice to facilitate research in social sciences, liberal arts and humanities. Their resource centre covers a wide range of subjects including politics, human rights, minorities, development issues, environment, culture, literature, labor etc.

Britannica.com

Encyclopedia Britannica has placed the entire contents of its 32-volume set online for free offering full access to the encyclopedia content as well as articles from over 75 magazines. The front page of Britannica.com is partially designed as a news portal, with recent US and world stories. From the front page, users can also select from fifteen broad categories (e.g., Books, Health, History, Science, Society, etc.) and access news, selected Websites from Britannica's Internet guide, and the relevant encyclopedia entry. Detailed encyclopedia entries and articles (as well as related books and Websites) for specific topics are accessed through the keyword search engine at the top of the page.

A Guide to Queer Resources in the Social Sciences

This site, created and maintained by a sociologist primarily for sociologists, is an excellent example of a specialized metasite that prefers quality of materials over sheer quantity. The site lists both print and online resources in queer studies from the fields of anthropology, education, history, law, psychology, social work, and sociology. Print resources are limited to monographs, with a decided preference for studies published in the last decade, while online resources are provided with brief, but helpful, annotations for researchers.

Foreign Affairs Online

This metasite on Foreign Affairs offers brief annotations and recommendations on a wide variety of Internet resources germane to the subject. Included here are annotated listings of official US and foreign government sites; UN sites; nongovernmental and intergovernmental organization sites; think tanks; news sources; sites devoted to human rights, international

relations, and law; and much more. The section on map resources is offering a number of "highly recommended" sites that researchers are likely to find valuable. Also among its thousands of links are those connecting to complete e-texts of the constitutions for hundreds of countries? Unfortunately, the site lacks a search engine at this time.

International Days Related To Press and Information

- 3rd May World Press Freedom Day
- 24th October World Development Information Day
- 21st November World Television Day
- 17th May World Telecommunication Day
- 28th September Right to Know Day

World Press Freedom Day

The UN General Assembly in 1993 declared 3 May as World Press Freedom Day (decision 48/432 of 20 December). This action stemmed from the UNESCO General Conference, which, by a 1991 resolution on "Promotion of Press freedom in the World", had recognized that a free, pluralistic, and independent press was an essential component of any democratic society. The General Conference had transmitted to the General Assembly the wish of UNESCO member states to have 3 May declared "International Press Freedom Day".

That day commemorates the Windhoek Declaration on Promoting an Independent and Pluralistic African Press, adopted on 3 May 1991 by the Seminar on Promoting an Independent and Pluralistic African Press, organized by UNESCO and the United Nations in Windhoek, Namibia.

World Development Information Day

The UN General Assembly in 1972 instituted World Development Information Day to draw the attention of world public opinion to development problems and the need to strengthen international cooperation to solve them (resolution 3038 (XXVII)). The Assembly decided that the date for the Day should coincide in principle with United Nations Day, 24 October, which was also the date of the adoption, in 1970, of the International Development Strategy for the second United Nations Development Decade. The Assembly felt that improving the dissemination of information and the mobilization of public opinion, particularly among young people, would lead to greater awareness of the problems of development, thus, promoting efforts in the sphere of international cooperation for development.

World Television Day

In 1996, the UN General Assembly proclaimed 21 November as World Television Day, commemorating the date on which, in 1996, the first World Television Forum was held at United Nations. States were invited to observe the Day by encouraging global exchanges of television programmes focusing on the issues such as peace, security, economic and social development, and the enhancement of cultural exchanges (resolution 51/205 of 17 December).

World Telecommunication Day

World Telecommunication Day commemorates the founding in 1865 of the International Telecommunication Union, a specialized telecommunication agency for the United Nations. The objective of celebrating the World Telecom Day is to upgrade the public's awareness of the important roles played by telecommunication in the social welfare and socio-economic development of a country. It also aims at working towards greater exchange of information and better understanding, thus fostering greater communication between different peoples.

Right to Know Day

On 28 September 2002, freedom of information organizations from various countries around the globe meeting in Sofia, Bulgaria, created a network of Freedom of Information Advocates (FOIA Network) and agreed to collaborate in promotion of the individual's right of access to information. The group of FOI Advocates also proposed that 28 September be nominated as international "Right to Know Day" in order to symbolize the global movement for promotion of the right to information. The aim of having a Right to Know Day is to raise awareness of the right to information.

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Short Notes from Previous Papers 2016-2019

Defamation Act 2002 (CSS-2016)

The term defamation is defined as "Holding up to a person to ridicule, scorn or contempt in a respectable and considerable part of the community; may be criminal as well as civil. Includes both libel and slander. Defamation is that which tends to injure reputation; to diminish the esteem, respect, goodwill or confidence in which the plaintiff is held, or to excite adverse, derogatory or unpleasant feelings or opinions against him. Statement which exposes person to contempt, hatred, ridicule or obloquy. The unprivileged publication of false statements which naturally and proximately result in injury to another. A communication is defamatory if it tends to harm the reputation of another as to lower him in the estimation of the community or to deter third persons from associating or dealing with him. The meaning of a communication is that which the recipient correctly, or mistakenly but reasonably, understands that it was intended to express."

Defamation Ordinance 2002 covers all matters pertaining to defamation accrued in Pakistan:

Under the defamation ordinance 2002, defamation has been defined as any wrongful act or publication or circulation of a false statement or representation made orally or in written or visual form which injures the reputation of a person, tends to lower him in the estimation of others or tends to reduce him to ridicule, unjust criticism, dislike, contempt or hatred shall be actionable as defamation.

The defamation has been put into two forms, namely, slander and libel. Under the ordinance any false oral statement or representation that amounts to defamation shall be actionable as slander.

Role of PEMRA in Current Scenario (CSS-2016)

In a world influenced by satellite and cyber-space technology, electronic media has a highly significant role to play in shaping the life and destiny of nations. The visual media, notably television, has a stupendous, impact upon molding human minds and opinion. In the given scenario the electronic media has an onerous responsibility in addressing the socio-economic problems of societies and disseminating unbiased information. This responsibility can be effectively shouldered if the media treads the path of accuracy and objectivity in transmission of its programmes.

Pakistan Electronic Media Regulatory Authority (PEMRA) is an independent and constitutionally established Federal institution responsible for regulating and issuing channel licenses for establishment of the electronic media broadcast stations. It helps to raise the level of information, education and entertainment, and provides the Pakistani people with a wide range of choices including news, current affairs, art and culture, science and technology. It is responsible for promoting and managing the establishment and operation of all private broadcast media and distribution services established in Pakistan for international, national, provincial, regional and local or special audiences.

PERMRA is established by the state. According to the law, the objectives of PEMRA are to improve the standards of information, education and entertainment. It has the focus on the

enlargement of choices available to the people in the media for news, current affairs, religious knowledge, art, culture, science, technology, economic development, social sector concerns, music, sports, drama and other subjects of public and national interest.

PEMRA'S laws focused on the devolution of responsibility and power to the grass roots by improving people's access to mass media and ensuring accountability, transparency and good governance by optimization in the free flow of information. Again a big question arises as to whether PEMRA is politicized or working as an unbiased regulatory body.

PEMRA is responsible for facilitating and regulating the establishment and operation of all private broadcast media and distribution services in Pakistan, established for the purpose of international, national, provincial, district, and local or special target audiences.

The rules for the broadcasting sector, especially its stakeholders, are a key element of its independence. Therefore, it should be defined so as to protect against any interference, in particular by political forces or economic interests. For this purpose, specific rules should be defined as regards incompatibilities in order to avoid that PEMRA is under the influence of political power, PEMRA's officials exercise functions or hold interests in enterprises or other organizations in the media or related sectors, which might lead to a conflict of interest in connection with stakeholders of the regulatory authority.

Importance of Shannon-Weaver Model in Development of Further Models (CSS-2016)

Shannon and Weaver model is the most popular model of communication and is widely accepted all over the world. Shannon and Weaver's Model of Communication (1954) is the basis of all other communication models. It was developed to explain effective communication between a sender and receiver in telecommunication. Effective communication occurs when the receiver has received and understood the message sent by the sender the way it was intended. Some examples of Shannon and Weaver's Model of Communication (1954) are the television, radio and walkie-talkies.

Shannon and Weaver's Model of Communication (1954) has 6 parts; Information Source, Encoder, Noise, Decoder, Receiver and Feedback. The Information Source for example, could be the brain. The Encoder would then be the mouth. Noise is the interference that affects the message sent by the Encoder which may reduce the quality of the message received by the Decoder. The Decoder is the ears and the Receiver is the recipient's brain. The Feedback is then the response from the Recipient which acknowledges that the message has been received.

Advantages and Disadvantages

The advantage of Shannon and Weaver's Model of Communication (1954) is that it is effective in pointing out that noise is the underlying factor that causes less effective communication. The model also makes communication quantifiable. The quantifiability of the model has been helpful for communication engineers in the calculation of capacity used in communication channels.

The disadvantage of Shannon and Weaver's Model of Communication (1954) is that it is a one way model. The model does not include a feedback loop thus, it is a linear model. Although the model shows communication between two people, it is not effective in explaining mass communication. It lacks the explanation of a two way communication because when communication occurs between two people, the response would be a message and not just a feedback. Likewise, noise would also come into play.

Business Communication (CSS-2016)

Communication is neither the transmission of a message nor the message itself. It is the mutual exchange of understanding, originating with the receiver. Communication needs to be effective in business. Communication is the essence of management. The basic functions of management (Planning, Organizing, Staffing, Directing and Controlling) cannot be performed well without effective communication.

Business communication involves constant flow of information. Feedback is integral part of business communication. Organizations these days are very large and involve large number of people. There are various levels of hierarchy in an organization. Greater the number of levels, the more difficult is the job of managing the organization. Communication here plays a very important role in process of directing and controlling the people in the organization. Immediate feedback can be obtained and misunderstandings if any can be avoided. There should be effective communication between superiors and subordinated in an organization, between organization and society at large (for example between management and trade unions). It is essential for success and growth of an organization. Communication gaps should not occur in any organization.

Business Communication is goal oriented. The rules, regulations and policies of a company have to be communicated to people within and outside the organization. Business Communication is regulated by certain rules and norms. In early times, business communication was limited to paper-work, telephone calls etc. But now with advent of technology, we have cell phones, video conferencing, emails, satellite communication to support business communication. Effective business communication helps in building goodwill of an organization.

Business Communication can be of two types:

Oral Communication - An oral communication can be formal or informal. Generally business communication is a formal means of communication, like: meetings, interviews, group discussion, speeches etc. An example of Informal business communication would be - Grapevine.

Written Communication - Written means of business communication includes - agenda, reports, manuals etc.

Media as an Agent of Social Change (CSS-2017)

Social media is a platform that has brought the world on the same platform. It is an interface that brought people closer to each other and removed the distances. Having a mass following to a great extent, it is supposed to be the part and parcel of our lives.

Ever since human race evolved, the communication has been an effective medium to convey the feelings and the emotions. The social media is again serving the same purpose but to a larger audience at the same time. The wider outreach seems to be beneficial on one end, however, can be equally thrashing at the same time. An irresponsible communication will lead to mutual conflict and thus result into tensions.

The mass media has altered the minds of the general public; it has increased their knowledge, changed their political views and made them more aware. Take the example of the recent raids conducted by the Punjab Food Authority; the raids were partly fueled by public outcry over the unhygienic conditions of various fast food chains and restaurants. The people took to social media to vent their anger and discontent, as a result the government had to act fast, and act they did. Social media platforms like Twitter and Facebook have been overflowing with images of the Punjab Food Authority carrying out surprise inspections at various restaurants and eateries in Lahore, Rawalpindi and other parts of Punjab. Imposing heavy fines and suspending

business licenses due to unhygienic conditions. It was due to the social media, a part of the mass media, which forced the Punjab government to take prompt action.

The mass media has played a paramount role in educating the public; around the world there are many educational television channels that viewers can learn from, namely National Geographic Channel, Discovery Channel, The Learning channel and the History Channel. There are many channels run by local and international universities and institutes that teach almost everything, from university courses to trade skills. Educational websites range from Do It Yourself websites to free and paid online courses, open courseware, etc. A few examples would be, MIT Open Courseware, Yale Open Courseware, instructables.com, etc.

Not only has the internet played a major role in educating the general public, it has created 'Online communities.' This is a new concept that enables like-minded individuals to come together in the digital world and talk about the things they love, form relationships, comment on virtually any topic, form hobbies, learn new things, interact in the real world and become activists.

Media contents, i.e. advertisements, news, reality shows, mega soaps have gradually become distinct packages that broadcast everything but the truth of the product-message. A massive fictionalization of all above contents moves beyond the common head and judgements. Noted French theorist Jean Baudrillard comments interestingly: media practices have rearranged our senses of place and time. Television is the real world; television is dissolved into life and life is dissolved into television. The fiction is realized and the real becomes fiction...no freedom beyond this activity. We are proletarianized regardless of class, a function of the spectacle.

Gerbner's Model of Communication (CSS-2017)

Gerbner is one of the pioneers of communication research. In 1956, he attempted the general purpose of communication model. He stressed the dynamic nature of communication in his work and also the factor affecting the reliability of communication.

In his work Gerbner proposed two dimensions in the communication process of communication, Perceptual Dimension and Means and control dimension.

- **Perpetual Dimension:** In this Dimension E is an event in real life and it is perceived by M man or machine. The event perceived by M becomes E1 which is only a portion of the event because M has perceived it as according to his mood, attitude, culture etc. This is known as "Perceptual Dimension." There are three factors that involve between M and E in perceptual dimension, selection, context and availability.
- **M selects** the interesting or needed content from the entire event E and filters out the others.
- The event occurs in a certain **context** and **Availability** is based on M's mood, attitude, culture and personality.
- For Eg. How a journalist perceives message from an event and he cannot focus on the entire event so, he filters out the excess information from the event. This filtered event is not the same as the real event it is just a representation of the entire event because the journalist has edited the event based on his attitude, mood, culture, personality or press policies.
- **Means and Control Dimension:** - In this dimension E2 is the new event content drawn by M. Here M becomes the source to send the message about E to someone else. M creates signals or statements about the message S and Gerbner terms it as SE2. Here S (form or

signals) take E2(M's content). Here E2 is structured or formed by M and it can communicate in a number of ways or based on the way structured.

- M has to use channels to communicate and the channels are more or less controlled by M. The question of control relates to M's skill in using communication channels.
- This process can be extended to infinitum by adding other receivers (M2, M3...) who have further perceptions (SE2, SE3...) of the statements about perceived events.

Main themes and advantages of Gerbner's Model are:-

- A message is structured and the structured message is not equivalent to the original event.
- The model also focuses on
- How a message is created?
- How a message is controlled?

Gerbner's model has helped to make the communication process more insightful because it has added two dimensions perceptual and means and control dimension.

Role of Social Media in Pakistan (CSS-2017)

Media is a means of communication and media through web and mobile based technologies which are used to convert this communication into a form of dialogue among communities, organizations and individuals is known as Social media. Social media technologies take on many different forms including magazines, Internet forums, weblogs, social blogs, micro blogging wikis, social networks, pod-casts photographs or pictures, video, rating and social bookmarking.

Social media is strongly influencing Pakistan's international relations. Anybody with a basic knowledge of internet and other media tools can reach out and interact with the global audiences any time. Social networking sites such as Facebook, Twitter and Orkut have taken over the world by storm. Marketers in Pakistan want to tap into these technologies to gain advantages. Social networks act as a customer relationship management (CRM) tool for various companies and brands. To get into this business creativity is the key here. If you have got something far more exciting and creative then it will help you spread your brand name and publicize it.

Social media has provided a wide platform for the exchange of opinions between individuals and different communities from one corner of the world to another. The exchange of views and opinions is more convenient than ever before and due to this the world has become a global village having no cultural boundaries. The usual Social media optimization (SMO) methods include distributing internet content widely across the social media sites and inviting the opinion and thoughts of individuals. Social media can serve as a great setback for the development of Pakistan's industry and business worldwide. As compared to traditional media the audience can participate any time they wish. Users can express their views by submitting their comments to various forums and blogs. Hence this can contribute a lot to the popularity of a brand or business in and outside Pakistan. To achieve business goals social marketing sites are being encouraged by the companies to promote products and influence communities by their services.

Considering the technology and the power of social media it can shape the future of Pakistan taking it to the higher levels internationally. Social networking sites are not only limited to Pakistan but these websites allows young Pakistanis to connect with young people all across the world which helps in maintaining relationships with other countries. When utilized for business social media accelerates business process and helps in generating income. It also provides ease to customers due to which overall the industry grows. Through this people get a

chance to observe our traditional lifestyle and activities closely which helps to heal differences between Pakistan and other countries.

Media Determinism by Marshall McLuhan (CSS-2018)

Marshall McLuhan (1911-1980) foresaw the approaching changes in that it would bring about a new society characterized by greater connectivity and networking:

Whereas in the mechanical age of fragmentation leisure had been the absence of work, or mere idleness, the reverse is true in the electrical age. As the age of information demands the simultaneous use of our faculties, we discover that we are most at leisure when we are most intensely involved, very much as with the artists in all ages - Marshall McLuhan in *Understanding Media: The extensions of man* (1964).

McLuhan was viewed as a *Technologically Determinist* in that he viewed technology shaping us, rather than viewing people dictating how the technology will be used.

He is probably most famous for declaring that the medium is the real message (*Understanding Media: The Extensions of Man*, 1964). Later, McLuhan and Quentin Fiore wrote and illustrated the ability of media to "massage" a message or content (*The Medium is the Massage: An Inventory of Effects*, 1967):

The message of any medium or technology is the change of scale or pace or pattern that it introduces into human affairs. The railway did not introduce movement or transportation or wheel or road into human society, but it accelerated and enlarged the scale of previous human functions, creating totally new kinds of cities and new kinds of work and leisure. This happened whether the railway functioned in a tropical or northern environment, and is quite independent of the freight or content of the railway medium. *Understanding Media*, N. Y., 1964, p. 8)

However, later in life, he came to a different conclusion. In Paul Saettler's *The Evolution of American Educational Technology* (1990, p. 274), Saettler writes, "During the last years of his life, McLuhan changed some of his earlier ideas. He became less certain, for example, in ascribing a causal link between media and personal perception. Where he once saw the human being as a passive responder to media, he came to believe that individuals are active creators of their own environments."

Saettler further writes that McLuhan's provocative pronouncements stimulated much of the creative thought that we now have about media. Thus, the medium is simply the carrier, while what we do in or through media are the real promoters of learning. Get the learning methodology correct and the media, rather it be large classrooms, small group activities, or asynchronous eLearning will simply be a vehicle for transporting that methodology to the learners.

The Tetrad

In his later years, and partially as a response to his critics, McLuhan, along with his son Eric, wrote *Laws of Media: The New Science* (1988), in which he develops a scientific basis for his thought around what he termed the **tetrad**— four laws for looking at our culture, framed as questions, to a wide spectrum of humankind's endeavors. He postulates that all media exhibits these four types of effects:

- **Enhancement or extend:** new media provides improved performance over the old
 - **Obsolescence:** new media renders previous models passe
 - **Retrieval:** new media contains existing elements from the cultural inventory
 - **Reversal:** we tend to overdo the new until we run out of benefits and into detriments
- Thus, four questions may be asked of any new media or technology:

- “What does it extend?” — For a bicycle, it would be the foot, for a phone it would be the voice.
- “What does it make obsolete?” — The bicycle makes walking obsolete, and the phone makes the telegraph unnecessary.
- “What is retrieved?” — a bicycle allows travel, while a phone allows a sense of community.
- “What does the technology reverse into if it is over-extended?” — An over-extended bicycle culture longs for the pedestrian lifestyle, and the over-extension of phone culture engenders a need for solitude and face-to-face conversations.

This is a fairly important concept for it allows us assess the cause and effects of new technologies. For example, elearning:

- Intensifies multimedia presentation as a form
- Renders classroom training as obsolete
- Retrieves many elements of training
- Is reversing itself into a *blended* approach for greater flexibility

The Internet:

- Intensifies the speed of access and networking
- Makes distance and print monopolies obsolete
- Retrieves media such as text and pictures
- Is reversing into obsession with data and information overload

Cultural Industries (CSS-2018)

Culture Industries was proposed by Theodor Adorno and Max Horkheimer of the Frankfurt school in 1944. It was presented as critical vocabulary in the chapter “The Culture Industry: Enlightenment as Mass Deception”, of the book *Dialectic of Enlightenment*.

For Adorno and the critical theorists of the Frankfurt school, the mass-media entertainment industry and commercialized popular culture, which they saw as primarily concerned with producing not only symbolic goods but also needs and consumers, serving the ideological function of diversion (*see also* diversion function), and thus depoliticizing the working class. Note the provocative collocation of these traditionally antithetical terms, as in art vs commerce, aesthetics vs entertainment, or even rock vs pop.

For British and American cultural theorists, the press and broadcasting media framed as regulators of information flow in relation to political issues of media ownership and control. *See also* cross-media ownership; market model; media controls; political economy; public service broadcasting.

The idea of culture and creativity as a new and evolving industrial activity with wider social, economic and cultural impacts is one which has developed over a long period of time (O'Connor 2007 & 2010). Although it has its origins in the industrial northern hemisphere, its adoption across the world suggests it possesses a global relevance and application that transcends geographical and cultural boundaries. However, the concept is sufficiently flexible for individual countries and geographical locations at the supra and sub-national levels to be able to visualise their own Cultural and Creative Industries. The definition for evaluation and assessment purposes has also undergone technical refinements, with important contributions from the United Kingdom, North America, Australasia, European Union and United Nations bodies including UNESCO, UNCTAD, UNIDO and WIPO.

Cultural industries worldwide have adapted to the new digital technologies and to the arrival of national, regional and international (de)regulatory policies. These factors have radically altered the context in which cultural goods, services, and investments flow between countries and, consequently, these industries have undergone a process of internationalization and progressive concentration, resulting in the formation of a few big conglomerates: a new global oligopoly.

PEMRA Code of Ethics (CSS-2018)

The code, which aims to unify journalists working across all platforms of media, emerged after a two-year consultation process involving almost 1,500 journalists, editors and media leaders and discussions with media stakeholders at 51 meetings around the country. This code is a breakthrough for journalists in Pakistan.

The code identifies six key elements of ethical journalism – truth and accuracy; pluralism; independence, fairness and impartiality; confidentiality and privacy; accountability and good governance; and, finally, humanity and the duty to do no harm.

A journalist:

- Must uphold the highest professional and ethical standards and ensure that the information/editorial content being provided by him/her is fair, unbiased, and accurate.
- Shall avoid falsification by distortion, selection or misrepresentation.
- Shall do his/her utmost to correct inaccuracies.
- Shall, at all times, defend the freedom of the press and other media in relation to the collection of information and the expression of comment and criticism.
- Shall strive to eliminate distortion and news suppression.
- Shall not accept any personal favours, bribes or inducements or allow any other factor, such as advertising revenue for the Dawn Media Group, to influence the performance of his/her professional duties.
- Shall not take private advantage of information gained in the course of his/her professional duties.
- Shall protect confidential sources of information which can be shared with the line manager and the Editor.
- Shall mention a person's age, gender, ethnicity, caste, sect, colour, creed, illegitimacy, disability, marital status, or sexual orientation ONLY if this information is strictly relevant.
- Shall neither originate nor process material which encourages discrimination, ridicule, prejudice or hatred on any of the above mentioned accounts.
- Shall obtain information, data, photographs, and illustrations only by straightforward means; the use of other means can be justified only for reasons of overriding public interest, and with the specific permission of the editor.
- Shall not intrude into anybody's private life, grief or distress unless it is for reasons of overriding public interest, and then only with the specific permission of the Editor.
- Shall not exceed the limits of ethical caution and fair comment in his/her zeal to break a story.
- Shall not glorify the perpetrators of any illegitimate acts of violence committed under any garb or cause, including honour and religion.
- Shall take care while reporting on militants/insurgents/extremists of the need to balance public interest with the danger of 'advertising' extremist ideologies.

- Shall not print or upload gory images of violence, mutilated bodies and victims of any tragedy unless this is inevitable and in the public interest.
- Shall take the greatest care while reporting running stories involving sectarian clashes, communal disturbances, ethnic strife, hostage situations, etc., so as not to cause further deterioration of the situation, jeopardise lives or operations, or fan public discontent and anger.
- Shall not identify or photograph minor children and infants who are the result of sexual abuse, forced marriage or any sort of irresponsible partnering of their parents.
- Shall not identify or photograph rape victims or people living with HIV/AIDS without their permission. In case of minors, particular care will be taken and permission will be sought from their parent/ guardian after discussing potential implications.
- Shall not identify the accused in rape cases till the latter has been indicted by the court.
- Shall not plagiarise, and must honour copyright when using textual, video or image material from external sources.
- Shall not be guilty of gender discrimination, either in the dispensation of his/her professional duties or in his/her interaction with fellow journalists. Shall exhibit sensitivity to gender-role stereotyping by refraining from exploitation and by reflecting the intellectual and emotional equality of both genders whilst writing.
- Shall follow at all times the guidelines on employees' use of the social media.
- Shall not undermine the rule of law, the supremacy of the Constitution, and democracy, and take care to abide by national and international laws and conventions while reporting/commenting on regional and international affairs.

The media has its social responsibility to comply with. It has a diverse role to play. It holds the information out to the masses at large in the bargain. Code of Ethics is the policy developed which is to be coped up by inclusive media. The manifold bodies of media in Pakistan are playing their individual role in general. The numerous issues such as the problem of unemployment, terrorism, poverty, spreading awareness among the masses on the issues of concern and others improving international relations, and panaceas for all these problems could be met as media could do marvels. However, media in Pakistan in the shape of manifold bodies is playing its role but does not abide by the ethics formed by the media organizations like PCP, CPNE, PEMRA, APNS and so forth. As a consequence, the other studies must be given shape and be executed over this top-notch matter to make the media abide by what the principles, rules, regulations and laws they are asked about to comply with.

Press Information Department (CSS-2018)

Press Information Department is the principal department of Ministry of Information, Broadcasting, National History and Literary Heritage headed by Principal Information Officer (PIO). PID is working since 1947 with the mission to establish an authentic source for timely dissemination of information to people through all forms of media.

PID carries out its operation round the clock through a proper mechanism of media projection, monitoring and feedback. It aims to publicize the government policies and also to apprise the Government about the impact of its policies.

Functions

Media Coverage Feedback Services Media Facilitation & co-ordination Release of public sector advertisement Research & reference

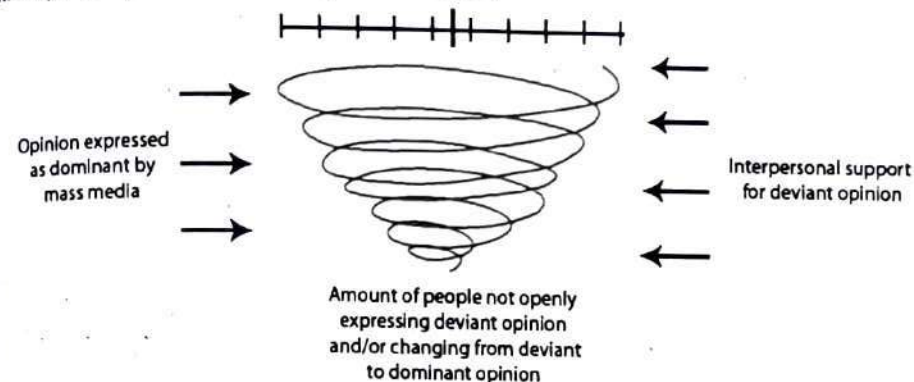
Spiral of Silence (CSS-2019)

Originally developed in the early 1970s by German political scientist and pollster Elisabeth Noelle -Neumann, the spiral of silence remains one of the few theoretical approaches that attempts to understand public opinion from a process-oriented perspective. The general conceptual premise of this theory is that there are different styles of communicative behavior for those who are in the majority versus those in the minority for a given issue. Noelle-Neumann became one of the most influential communication scholars Germany has ever seen.

According to the Spiral of Silence people don't speak up when they perceive themselves to be in the minority - so, for instance, in order to change norms one would have to change the perception of norms first.

Theory:

The one view dominated the public scene and others disappeared from the public awareness as it adherents became silent. In other words, the people fear of separation or isolation those around them, they tend to keep their attitudes to themselves when they think they are in the minority. This process is called "Spiral of Silence".



Elisabeth Noelle-Neumann's Spiral of Silence

Example:

In a company, the managing director decides to increase their working hour from 8 to 10 and send e-mail to all employees. Majority of them accept this time changes and few employees are not satisfied with his decision. But they cannot or ready to express their thought publicly.

Because

1. They may feel unsupported by the other employees.
2. "Fear of isolation" like transfer
3. "Fear of Rejection" By rejecting their personal opinion from the public will help to avoid fight.
4. They may try to save their job by suppressing or avoid personal statement in public.

They frame work based on few assumptions:

1. Spiral of silence theory describe as a dynamic process, the predication about public opinion in mass media which gives more coverage for the majorities in the society and gives very less coverage for minorities.

2. In this social environment, People have fear of rejection to express their opinion or views and they know well what behaviors will make a better likelihood. It's called "fear of Isolation".
3. Being the part of Minority. People loss their confidence and silent or mute to express their views because of the fear of isolation or they feel alone or unsupported.
4. Sometimes the minorities withdraw their expressed opinion from public debates to secure themselves from the majority.
5. Maximum numbers get more vocal space in the society and lesser number become less vocal space or become silent.

MicBrid Commission (CSS-2019)

The MacBride Report with the title *Many Voices, One World* (MacBride & al., 1980) was published in 1980, and it immediately became a classic in international media studies.

MacBride report, was a 1980 UNESCO publication written by the International Commission for the Study of Communication Problems, chaired by Irish Nobel laureate Seán MacBride. Its aim was to analyze communication problems in modern societies, particularly relating to mass media and news, consider the emergence of new technologies, and to suggest a kind of communication order (New World Information and Communication Order) to diminish these problems to further peace and human development.

Among the problems the report identified were concentration of the media, commercialization of the media, and unequal access to information and communication. The commission called for democratization of communication and strengthening of national media to avoid dependence on external sources, among others. Subsequently, Internet-based technologies considered in the work of the Commission, served as a means for furthering MacBride's visions.

While the report had strong international support, it was condemned by the United States and the United Kingdom as an attack on the freedom of the press, and both countries withdrew from UNESCO in protest in 1984 and 1985, respectively (and later rejoined in 2003 and 1997, respectively).

The MacBride Commission

The International Commission for the Study of Communication Problems was set up in 1977 by the director of UNESCO Ahmadou-Mahtar M'Bow, under suggestion by the USA delegation. It was agreed that the commission would be chaired by Seán MacBride from Ireland and representatives from 15 other countries, invited due to their roles in national and international communication activities and picked among media activists, journalists, scholars, and media executives.

The members of the MacBride Commission were:

- Elie Abel (USA)
- Hubert Beuve-Méry (France)
- Elebe Ma Ekonzo (Zaire)
- Gabriel García Márquez (Colombia)
- Sergei Losev (Soviet Union)
- Mochtar Lubis (Indonesia)
- Mustapha Masmoudi (Tunisia)
- Michio Nagai (Japan)
- Fred Isaac Akporuaro Omu (Nigeria)
- Bogdan Osolnik (Yugoslavia)

- Gamal El Oteifi (Egypt)
- Johannes Pieter Pronk (Netherlands)
- Juan Somavia (Chile)
- Boobli George Verghese (India)
- Betty Zimmerman (Canada), in substitution of Marshal McLuhan, then ill

The commission presented a preliminary report in October 1978 at the 20th General Conference of UNESCO in Paris. The Commission's seminal session on new technologies to address the identified problems, was hosted by India at New Delhi in March 1979. The final report was delivered to M'Bow in April 1980 and was approved by consensus in the 21st General Conference of UNESCO in Belgrade. The commission dissolved after presenting the report.

Dominet Paradigm of Development (CSS-2019)

For two-thirds of the people on earth, this positive meaning of the word "development" is a reminder of what they are not. It is a reminder of an undesirable, undignified condition. To escape from it, they need to be enslaved to others' experiences and dreams.

Gustavo Esteva (1992: 10)

The western model for development predominated in 1950s and 1960s. The modernization paradigm arose soon after World War II, in 1949. It envisioned development as a challenge to bring the "underdeveloped countries" out of their conditions of poverty by modernizing them and by free-market approaches.

The origin, principles, and applications of this paradigm should be considered within the historical context of the postwar years, also known as the Cold War period. On that time when world influence was polarized by two superpowers: the United States and the Soviet Union. Their influence reached every sphere of the international scenario, including development. In this context, the modernization paradigm promoted by political scientists and scholars of Western countries became so strong and so pervasive in every dimension of social life that it became also known as the "dominant paradigm."

Daniel Lerner and Wilbur Schramm (1964) supported the dominant paradigm and advocated automation and technology for development and change. They made significant contributions in identifying the role of communication for technological development. The development community argued that the case of underdevelopment in the developing countries was not due to external causes but due to internal causes present within the nation and the individual as well as within the social structure.

Lerner and Schramm stressed that the individual was to be blamed to the extent that he was resistant to change and modernization, whereas Rogers, Bordenave and Beltran (1976) argued that the social structural constraints like government bureaucracy, top-heavy land tenure system, caste, exploitative linkages, etc. were to be blamed.

Lerner pointed that since the individual was identified as the cause of underdevelopment, he was also the starting point to bring about social change. The modernization of the individual's traditional values became the priority task. Rogers pointed that no effort was made to change the social structure though it had been identified as of the causes of underdevelopment.

Lerner identified four indices of development: industrialization, literacy, media exposure and political participation. People have to be mobile, empathetic, and participatory for development. Lerner (1958) suggested that media exposure, political participation and developing

psychic empathy are necessary for development. Modern society is a participant society and it works by consensus.

Lerner's Communication Model for Development Thus, in the dominant paradigm the communication flow was one way which was top-down vertical communication from the authorities to the people, the mass media channels were used to mobilize the people for development and the audience was assigned a passive role for acceptance of social change.

At the cultural level, modernization advocated for a change in the mindset of individuals in poor countries who had to abandon traditional beliefs, considered an impediment toward modernization, and embrace attitudes and behaviors favorable to innovation and modernity (Lerner 1958).

At the technocratic level, modernization required people with inquisitive minds who were guided by faith in the scientific method and rooted in the principles of enlightenment. At the political level, it required staunch advocates of the doctrine of liberalism based on political freedom and the adoption of democratic systems.

Finally, at the economic level, it required blind faith in the virtues and power of the free market, with no or minimal government intervention.

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Journalism & Mass Communication

FEDERAL PUBLIC SERVICE COMMISSION COMPETITIVE EXAMINATION – 2016 FOR RECRUITMENT TO POST IN BS – 17 UNDER THE FEDERAL GOVERNMENT JOURNALISM & MASS COMMUNICATION

TIME ALLOWED: THREE HOURS

PART - I (MCQs): MAXIMUM 30 MINUTES

PART - I (MCQs): MAXIMUM MARKS = 20

PART - II MAXIMUM MARKS = 80

NOTE:

- (i) **Part - II** is to be attempted on the separate **Answer Book**.
- (ii) Attempt **ONLY FOUR** questions from **PART - II**. Selecting **TWO** questions from **EACH SECTION**. ALL questions carry **EQUAL** marks.
- (iii) All the parts (if any) of each Question must be attempted at one place instead of at different places.
- (iv) Candidate must write Q. No. in the Answer Book in Accordance with Q. No. in the Q. Paper.
- (v) No Page / Space be left blank between the answers. All the blank pages of Answer Book must be crossed.
- (iv) Extra attempt of any question or any part of the attempted question will not be considered.

SECTION-II

- 2 Media effects can be analyzed in term of "Powerful Effects", "Limited Effects" and "Moderate Effects". Which effects model is applicable in Pakistan; explain with the examples from Pakistani media and society quoting relevant theories. (20)
- 3 What is functional approach? Discuss in detail the ideal role of mass media in a democratic setup. Formulate a workable solution to overcome media's sensationalism toward political issues of Pakistan. (20)
- 4 Explain the phenomena of globalization of media industry and its role in bringing western culture to East. Also suggest ways to avoid cultural imperialism. (20)
- 5 Social media has brought new interaction and organizing pattern; discuss in detail the use of social media as a reinforcement tool for voters by political parties. Suggest ways to counter propaganda, abusive language and sectarianism on social media. (20)

SECTION-II

- 6 Private Television Channels have gained commendable importance in our society. Cut through competition for rating has been observed. In view of that describe its social role (in term of pro-social role and anti-social role). (20)

- 7 Why Public Relations Officers are called Spin Doctors? Discuss the role and responsibilities of Press Information Department (PID); also critically evaluate its performance as an institution in image building of Federal Govt. (20)
- 8 Briefly explain the following: (5 each) (20)
- Defamation Act 2002
 - Role of PEMRA in current scenario
 - Importance of Shannon-Weaver model in development of further models
 - Business Communication

**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION – 2017
FOR RECRUITMENT TO POST IN BS – 17
UNDER THE FEDERAL GOVERNMENT
JOURNALISM & MASS COMMUNICATION**

TIME ALLOWED: THREE HOURS

PART - I (MCQs): MAXIMUM 30 MINUTES

PART - I (MCQs): MAXIMUM MARKS = 20

PART - II MAXIMUM MARKS = 80

NOTE:

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PART - II

- Briefly narrate the implications and shortcomings of the Shannon and Weaver model of Communication. (20)
- Explain how Uses and Gratification Theory is an audience centered approach in understanding Mass Communication. Also explain how is it positivistic approach?
- How Mac Bride Commission report analyze communication problems in modern societies? Discuss its recommendations in detail.
- Define Public Relations. Also explain its tools and techniques and challenges in Pakistan
- Define and explain the term Development Support Communication. Also narrate how it can be helpful in solving various social issues of Pakistan society?
- "Pakistan media organizations are unable to formulate a self-disciplined code of ethics." Do you agree or not. Support your answer with logic and arguments.
- Write brief notes on any Two of the following:
 - Media as an agent of social change
 - Gerbner's Model of Communication
 - Role of Social media in Pakistan

**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION – 2018
FOR RECRUITMENT TO POST IN BS – 17
UNDER THE FEDERAL GOVERNMENT
JOURNALISM & MASS COMMUNICATION**

TIME ALLOWED: THREE HOURS

PART - I (MCQs): MAXIMUM 30 MINUTES

PART - I (MCQs): MAXIMUM MARKS = 20

PART - II MAXIMUM MARKS = 80

NOTE:

- Part - II** is to be attempted on the separate **Answer Book**.
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- Extra attempt of any question or any part of the attempted question will not be considered.

PART - II

- Traditionally, communication theory as a distinct area of media studies has transited through minimum four eras of its development. Explain these eras and their specific characteristics by categorizing the communication theories associated with them. (20)
- Elizabeth Noelle-Neumann propounded the spiral of Silence Theory in 1974 while examining public opinion as a form of social control, which later emerged as a milestone in public opinion formation research. Discuss it in detail by drawing model of the theory. (20)
- In international and global communication context, communication and culture are strongly associated with each other. Discuss the nexus in the light of Marxist and Gramsci approaches. (20)
- Relations between governments and mass media have more often been adversarial in Pakistan. Discuss it in historical perspective as why they have been the way have been. Be precise and critical in your attempt. (20)
- How would you differentiate between Development Communication and Development Support Communication? Would you support the use of DSC tools and techniques in an increasingly cosmopolitan society? In either case, provide cogent justifications to support your opinion. (20)
- In developing nations, this impression is gaining momentum that mass media and journalists more often look after their limited objectives with complete disregard to national security when reporting complex social and political issues. This calls for an effective governance of media and their affairs with essential regulations. Don't you think such impression plagues the right of freedom of expression and media? Discuss this in the perspective of contemporary media laws of Pakistan. (20)
- Briefly explain the following: (5 each) (20)

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- (a) Media determinism by Marshall McLuhan
- (b) Cultural industries
- (c) PEMRA Code of Ethics
- (d) Press Information Department

**FEDERAL PUBLIC SERVICE COMMISSION
COMPETITIVE EXAMINATION – 2019
FOR RECRUITMENT TO POST IN BS – 17
UNDER THE FEDERAL GOVERNMENT
JOURNALISM & MASS COMMUNICATION**

TIME ALLOWED: THREE HOURS

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PART - I (MCQs): MAXIMUM MARKS = 20

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- (iv) Extra attempt of any question or any part of the attempted question will not be considered.

PART - II

- 2 Discuss Marshal McLuhan's theory of media determinism in the light of powerful media effects revisited paradigm.
- 3 What are normative theories of the press? Discuss criticism on these theories and also discuss their implication in Pakistani society.
- 4 How mass media and Technology contribute in globalization? Do you think that we are living in a global village? Justify your answer with logical arguments.
- 5 Critically discuss the impact of communication selection and presentation of news reports in perspective of Pakistani mainstream news channels.
- 6 Do you think that PR is a tool of governance? Why is it necessary for a public relations department to serve as early warning system?
- 7 Write a detailed note on development of media regulations 'from British colonial era to independent Pakistan.
- 8 Write notes on any two of the following:
 - (a) Spiral of silence
 - (b) McBride commission
 - (c) Dominant paradigm of development

